11/15/40

Stay

Nov. 15, 1940

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 10

NOVEMBER 15, 1940
WASHINGTON, D. C.

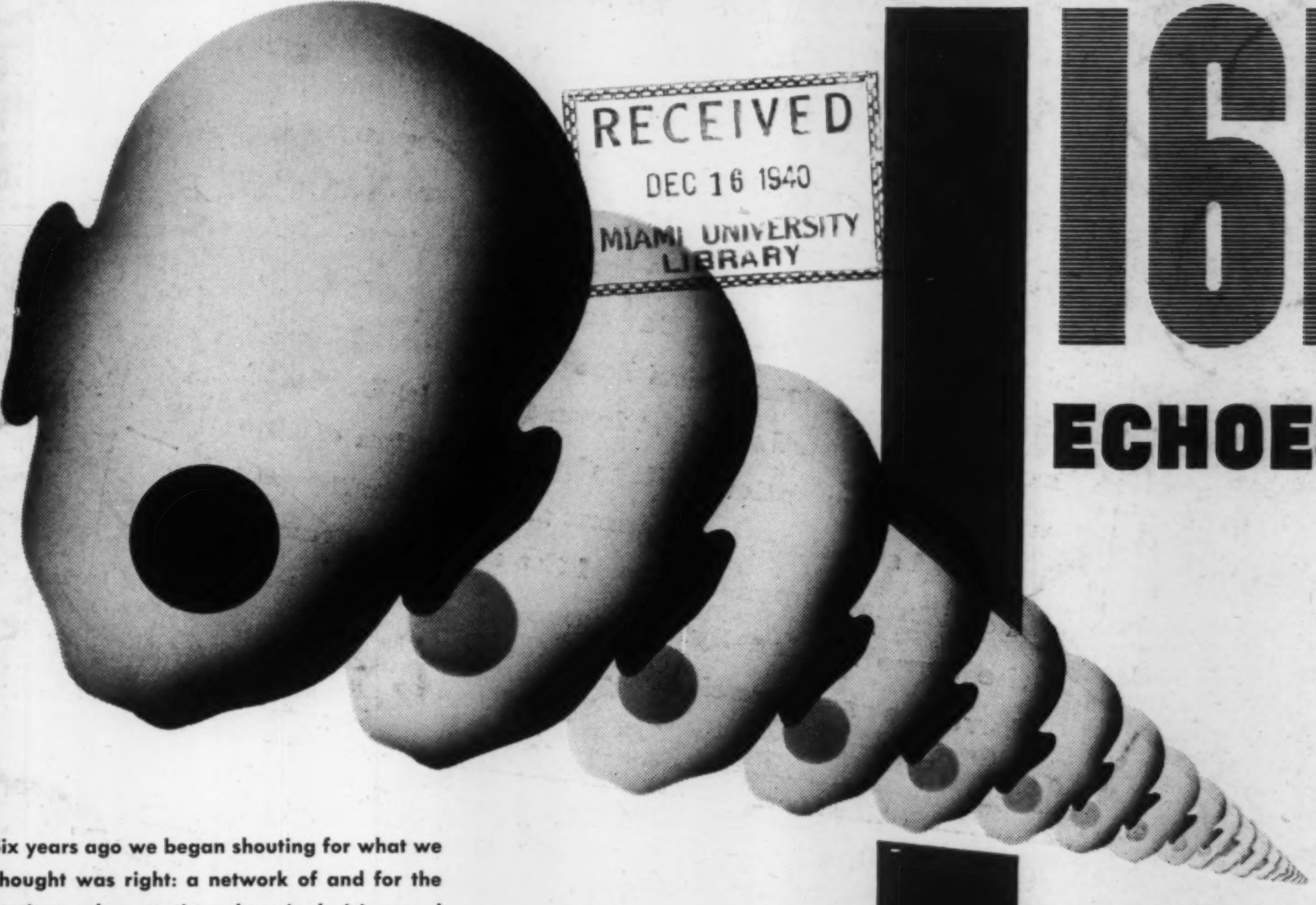
Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

The Voice of the Independent Station now has 161 ECHOES



RECEIVED
DEC 16 1940
MIAMI UNIVERSITY
LIBRARY

Six years ago we began shouting for what we thought was right: a network of and for the stations, where stations share in decisions and in profits; where stations can be network-programmed, yet free to serve their localities as they see best. Now 161 strong, we're still for the Mutual idea that is re-echoing around the country to the tune of $4,000,000 a year.

MUTUAL BROADCASTING SYSTEM

MBS

Two years ago, on September 1, 1938, WLS first ran this ad on Keystone's renewal. It's still true, with minor revisions shown. Eight years with the same show, same time, same sponsor and same station—it speaks for itself!

KEYSTONE RENEWS AGAIN AND AGAIN
SAME TIME-SAME PROGRAM
EIGHTH ~~SIXTH~~ YEAR!

THE Keystone Steel and Wire Company of Peoria, Illinois, has again renewed for fifty-two weeks their half hour participation in the Saturday night WLS National Barn Dance. Since January 14th, 1933, the Keystone Barn Dance has been broadcast every Saturday night from the "Old Hayloft" without interruption. With the completion of this renewal schedule, that means 8½ Years ~~six and a half years~~ of continuous sponsorship of the same program on the same station by the same company. It must have the same conclusion—RESULTS!

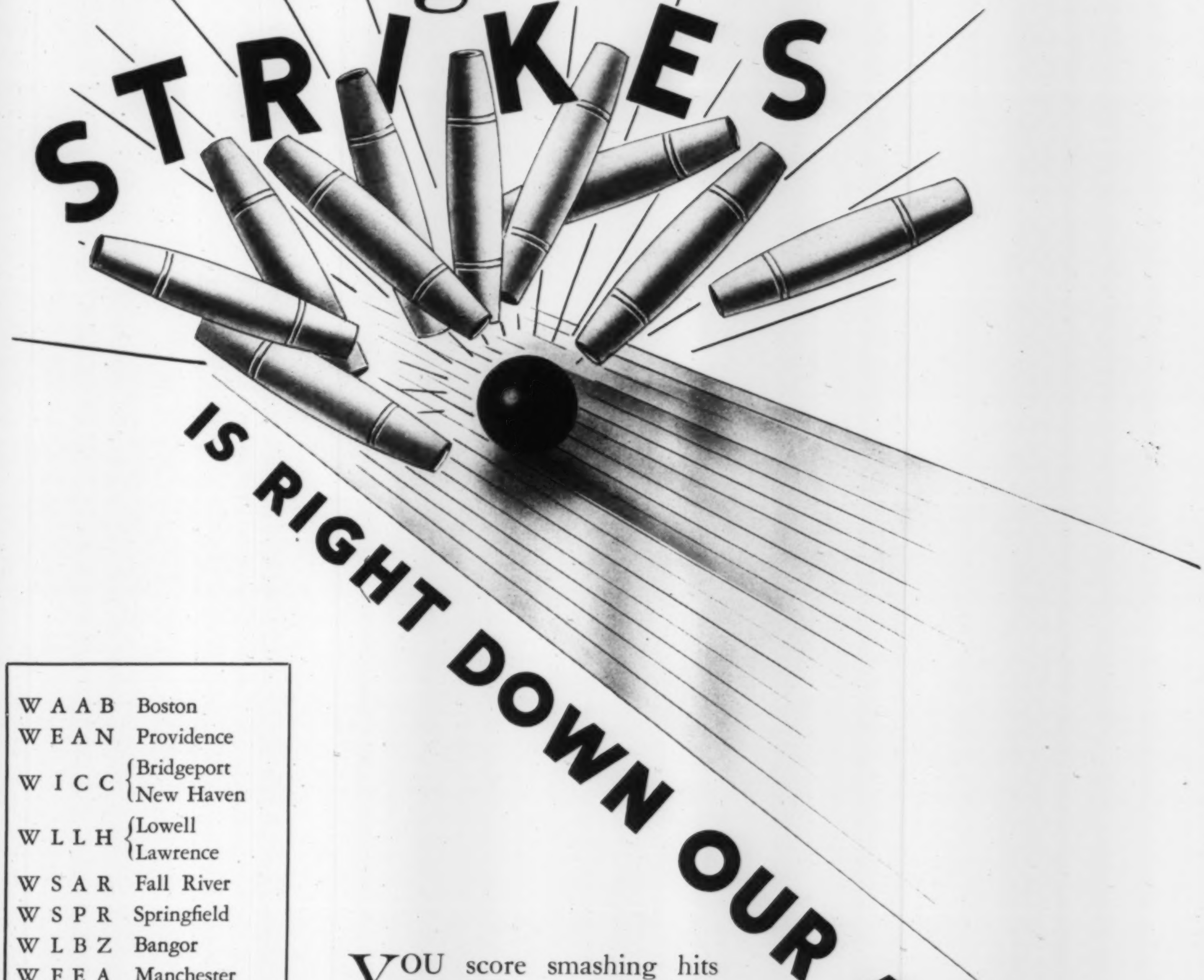
WLS Gets Results

WLS

THE PRAIRIE FARMER STATION
Burridge D. Butler, *President* (*Chicago*) Glenn Snyder, *Manager*

Represented by
JOHN BLAIR & COMPANY

Making Sales STRIKES IS RIGHT DOWN OUR ALLEY!



WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WLLH	Lowell Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston Auburn
WSYB	Rutland
WELI	New Haven

YOU score smashing hits every game in 19 buying centers of New England with the championship delivery of The Colonial Network. Start rolling at any time—then watch with satisfaction the sales figures on your tally sheets.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LEADERSHIP *in Library Service*

Merchandising "Extras"...

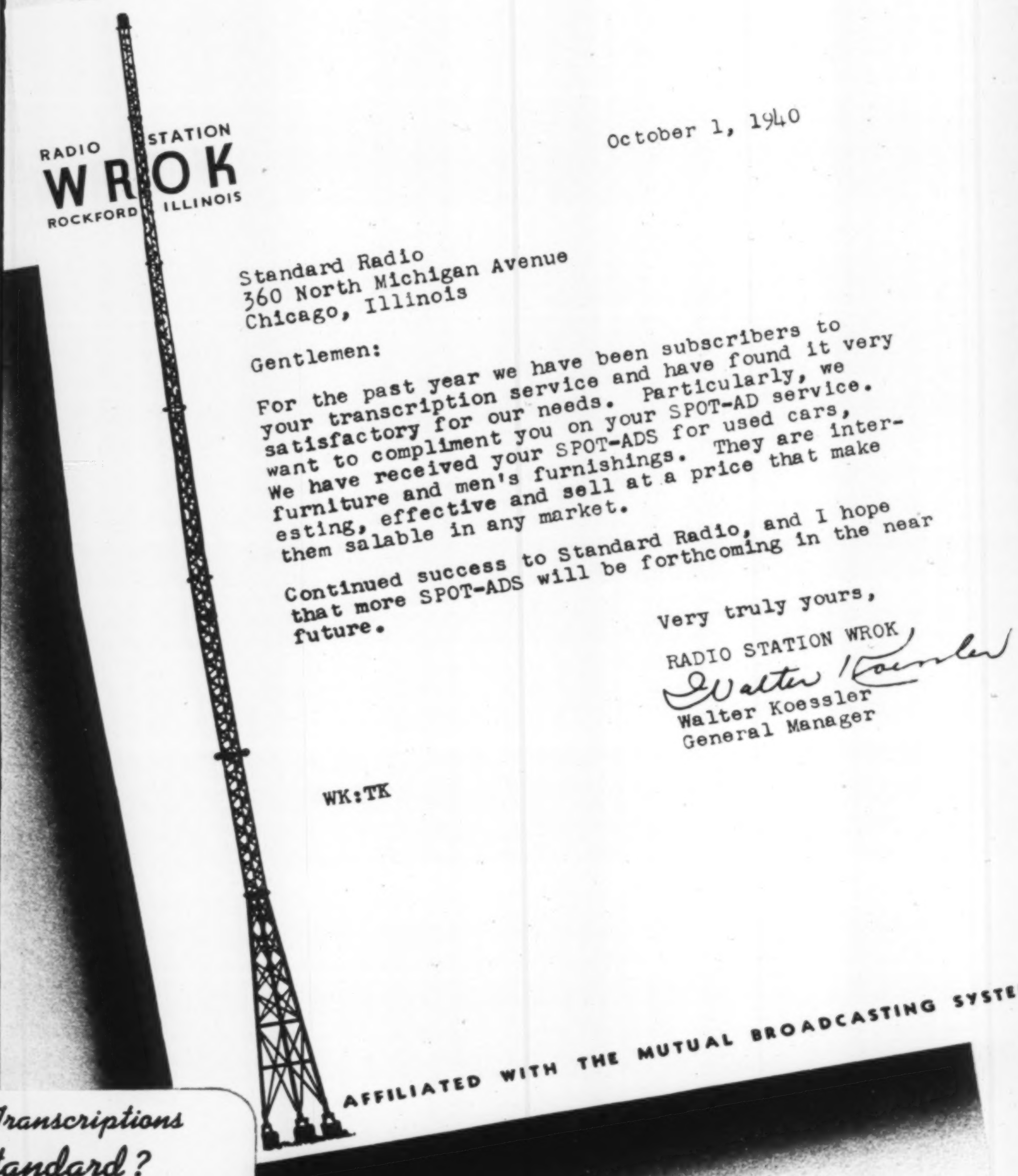
New Spot-Ads...an Exclusive, Profitable Service for Standard Subscribers

No transcribed feature of recent years has met with such instant success as Standard's "SPOT-ADS." Station after station reports almost immediate sales of these unique, cleverly staged dramatized commercials, often on first audition!

Writing, direction and talent are so unusual and different, that each series assures a consistent source of extra profits for Standard Subscribers. Four groups are now available: Series A for USED CAR DEALERS, Series B for RETAIL CLOTHING STORES, Series C for FURNITURE STORES and Series D for JEWELRY STORES. All are equally outstanding in their combination of showmanship and the commercial touch.

Write for information on Standard Radio's "SPOT-ADS," Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Super Sound Effects.

"SPOT-ADS...effective and salable"



RADIO STATION
WROK
ROCKFORD ILLINOIS

October 1, 1940

Standard Radio
360 North Michigan Avenue
Chicago, Illinois

Gentlemen:

For the past year we have been subscribers to your transcription service and have found it very satisfactory for our needs. Particularly, we want to compliment you on your SPOT-AD service. We have received your SPOT-ADS for used cars, furniture and men's furnishings. They are interesting, effective and sell at a price that make them salable in any market.

Continued success to Standard Radio, and I hope that more SPOT-ADS will be forthcoming in the near future.

Very truly yours,
RADIO STATION WROK
Walter Koessler
Walter Koessler
General Manager

WK:TK

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM

Are your Transcriptions up to Standard?

271 Standard Stations Answer: "Yes!"

Standard Radio
HOLLYWOOD CHICAGO

MICHAEL *at the* MIKE!

Make that extra *sales point!* Team up with WMAL and Ray Michael on Washington's great sports program—Michael at The Mike. Period by period, sale by sale, you can't make a better combination.

Ten Crown Gum, Dodge Dealers of Washington, and Queen City Brewing Co. are among the list of alert advertisers who have made sales touchdowns by sponsoring Michael at The Mike for football, baseball, boxing, ice hockey and other topflight competitive events in Washington.

Have a *winner* in sales, put your money (a very little of it, too) on WMAL and Michael at The Mike. A wire or phone call will bring you full details.

WMAL
WASHINGTON, D. C.
500—250 WATTS · 630 KC.

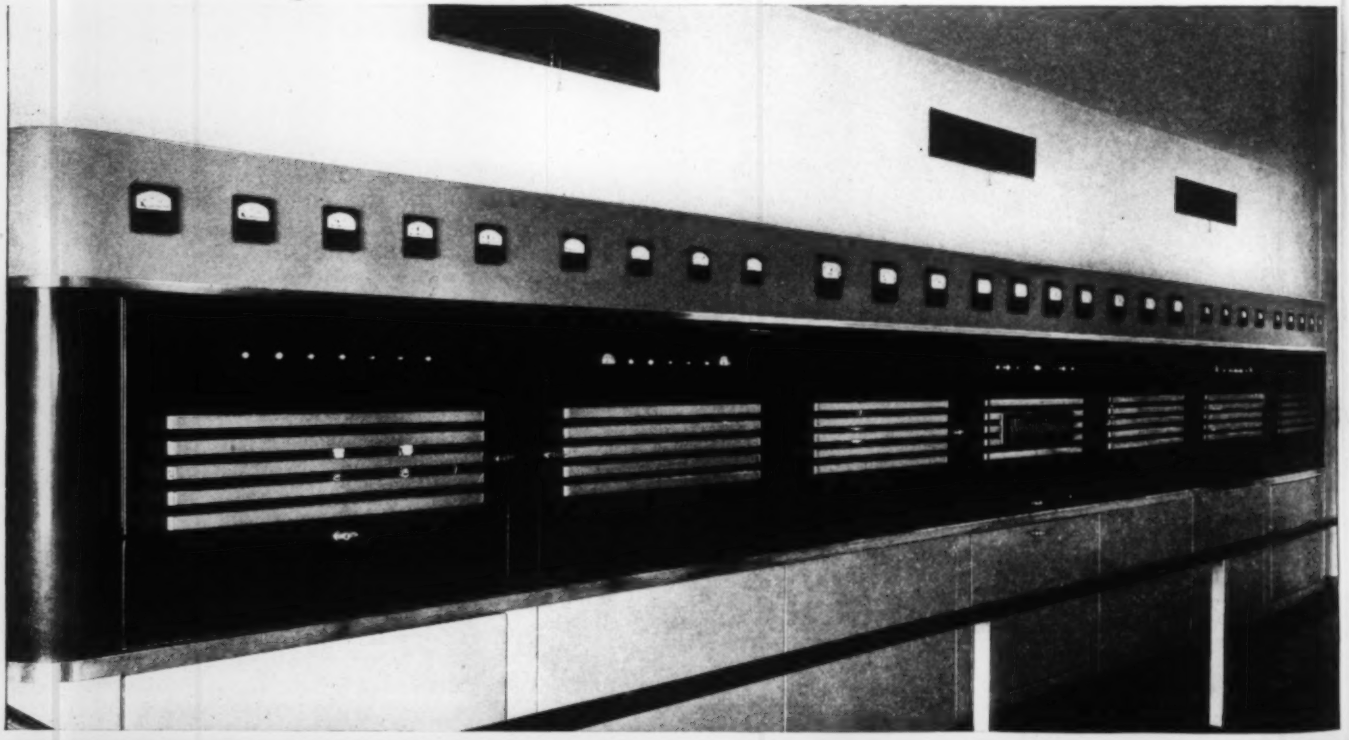
Represented Nationally by NBC SPOT Sales Offices

NEW YORK	WASHINGTON
CHICAGO	CLEVELAND
SAN FRANCISCO	DENVER
BOSTON	HOLLYWOOD

WBAL STEPS UP

WBAL MEANS BUSINESS IN BALTIMORE

Full time operation over WBAL now gives advertisers a new opportunity to reach homes in the Baltimore area. The typical Westinghouse 50-HG transmitter with seven cubicles is illustrated below. WBAL's new transmitter will consist of nine cubicles arranged to form a U, the two additional cubicles housing the rectifier and antenna phasing equipment.



Westinghouse

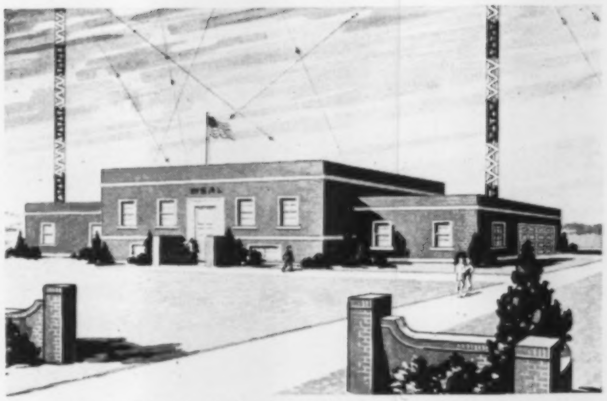
TO 50,000 WATTS

. . . WITH THE NEW ECONOMY AND RELIABILITY OF A WESTINGHOUSE 50-HG TRANSMITTER

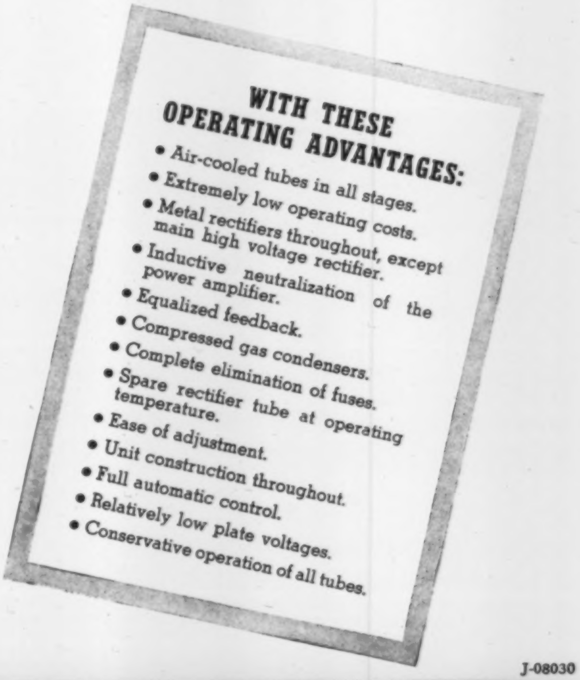
Baltimore now joins the ranks of U. S. cities with 50,000-watt radio transmission. Multiplying by five its previous 10,000 watts, and gaining full time on 1090 kilocycles, WBAL now puts added emphasis into its well-known slogan, "WBAL means business in Baltimore."

After looking over the entire field of equipment available for 50-kw operation WBAL's management selected a Westinghouse 50-HG Transmitter. This is one of the only two COMPLETE 50-kw transmitters purchased since January 1 by stations receiving 50-kw construction permits. The other one is also a Westinghouse 50-HG.

The distinctive operating advantages of this transmitter are a natural result of radio station operating experience plus complete manufacturing experience since the earliest days of radio broadcasting. Westinghouse is the ONLY company which manufactures under its own name and responsibility ALL the equipment needed for complete radio transmitting station operation.



Near Pikesville, Md., this new station will house the Westinghouse 50-HG Transmitter of WBAL.



WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

J-08030

Broadcast Equipment

A lot of people we know won't listen to this program

But that's because a lot of people you and I know are advertising men—people who don't get much kick out of any daytime drama and who aren't entertained by household hints. Yet because they can recognize good things even if they have no personal appeal, a lot of them buy KGO's Home Forum. Here's why!

It's a very different story with your customers—the homemakers. They'll tell you that KGO's Home Forum, and the useful household and menu tips from its Mistress of Ceremonies, Ann Holden, are both pretty swell. (We've got letters galore to prove it.)

Home Forum will put your message on San Francisco's second biggest station. It will give you a show of established reputation, complete with experienced, popular talent. (Ann Holden has broadcast to Pacific Coast housewives for the last 12 years.) And Home Forum will give you a chance to do a real radio job in Northern California *on a small budget*. Total cost per program as low as **$18**

KGO
SAN FRANCISCO
7500 WATTS · 790 KC.

Ask your nearest NBC Spot Sales Representative about Home Forum. Or write KGO for a full presentation.

Represented Nationally by NBC SPOT Sales Offices
NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DENVER
WASHINGTON
HOLLYWOOD

sales out of smoke rings!

Lean back a minute and make some smoke rings. While you're comfortable, suppose—

SUPPOSE you wanted to hit the big Boston market good and hard.

SUPPOSE, further, that you wanted to reach a great big chunk of New England in *addition*, without increasing your cost.

Wouldn't you quick grab a spot on *the* 50,000 watt station that directs its signal smack on Boston and the surrounding territory which yields most of New England's sales? Wouldn't you put your spot on WBZ, Boston?

You'd be following in the smart footsteps of many other advertisers who have been buying WBZ faster since the new transmitter went into operation. In fact, that trend to WBZ has been so great that it confirms our contention that WBZ is your best buy!

Why not go WBZ in Boston and New England yourself?

WBZ · BOSTON

50,000 WATTS

A Westinghouse Radio Station

Represented Nationally by National Broadcasting Company Spot Sales

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WBZ · BOSTON

50,000 WATTS

A Westinghouse Radio Station

Represented Nationally by National Broadcasting Company Spot Sales

NINTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

MANAGER, ATLANTA OFFICE
Four years, Mercersburg Academy
Four years, Kenyon College
Two years, Advertising Department, Procter & Gamble
Three years, producing radio shows in Los Angeles, Hollywood and New York
Four years, in station representation
Free & Peters since September, 1939

Curtain up. Enter—

JAMES M. WADE!

In all the field of radio-station representation, perhaps the rarest thing is a man who combines real experience at producing programs, *plus* sales and merchandising work. But not so at F&P—we've got our own Jim Wade, Manager of our Atlanta Office.

Of course, most agencies have their own facilities for digging up program ideas. But we *are* fourteen men with reasonably good imaginations, and we *do* have almost daily contacts with the managements of twenty-five top-notch stations, who are constantly getting a lot of swell thoughts for promotions of various sorts. And we *have* furnished some program ideas that have worked out to be the real thing. . . . What's more, we've got the experience to throw out the half-baked ideas that usually plague the brains of beginners in our business.

So if you agency men need any new program ideas, let us see if we can help. Maybe we'll "get nothing out of it" except your conviction that we are on our toes. But no matter. That's the way we work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
DETROIT: *New Center Bldg.* Trinity 2-8444
SAN FRANCISCO: *111 Sutter* Sutter 4353
LOS ANGELES: *650 S. Grand* Vandike 0569
ATLANTA: *322 Palmer Bldg.* Main 5667

FOR
CHRISTMAS
BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising
1941 Yearbook Number Included

Special Christmas Gift

SUBSCRIPTION RATES

52 WEEKLY ISSUES

*

10 Gift Subscriptions	$15
5 Gift Subscriptions	10
3 Gift Subscriptions	7
2 Gift Subscriptions	5
1 Gift Subscription	3

1941 YEARBOOK Number Included

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 10 WASHINGTON, D. C., NOVEMBER 15, 1940 $3.00 A YEAR—15c A COPY

Regulatory Problems Cloud Trade Horizon

Business Good, but Operating Expenses Are Increasing; FCC Vacancy, Net-Monopoly Report Among Issues

By SOL TAISHOFF

ACCUSTOMED to year-to-year increases in business by dint of sheer initiative, the broadcasting industry now is running well ahead of its normal pace because of war-stimulated spending and advertising inspired by increased taxation. But there are unpredictables on the business and regulatory horizons that do not indicate a return to "normalcy" anytime soon.

When President Roosevelt was swept back into office Nov. 5, it took national politics out of the broadcasters' hair but did not clear up any other immediate problems. Talk of national unity and of less business-baiting during the emergency sounds encouraging, but the question asked is—how will this apply to radio and to its clients?

Business is good in radio generally and booming in those areas profiting from national defense expenditures. There appears to be no question that industry volume will surpass by 15 or 20% the 1939 figure of $171,000,000. Increased overhead for labor, music, plant and equipment and taxes, however, will cut the net considerably.

What About the FCC?

The biggest question mark is what the President intends to do about radio regulation. Informed quarters in Washington do not pretend to know his immediate plans. There are more pressing jobs to be handled in national defense. Yet the President regards radio as a pet, and he hasn't been any too happy about the way the FCC has handled the job since its creation in 1934, early in his first tenure of office. It has always been a problem child, and he may do something about reorganization when the new Congress convenes next January.

There is a vacancy on the FCC —that created by the withdrawal of the nomination of Thad H. Brown to serve a new term of seven years from last June. A half-dozen candidates have been mentioned, and strong support now is being rallied for several. Whether the President names a successor immediately, or at all, depends upon several unknown factors.

If Congress decides to recess, as the Democratic majority desires, there would be little likelihood of a recess appointment for the few weeks remaining until the newly-elected Congress takes office in January. If Congress does not recess, as the Republican minority hopes, then an appointment is not unlikely.

But if the President has decided to reorganize the FCC, perhaps along Civil Aeronautics Authority lines, he probably would not be disposed to fill the vacancy at all. Since no one in authority really knows, all this can be evaluated only as speculation.

While the industry spurts ahead with war-stimulated business, it also is faced with many new fiscal factors on the debit side. The impending Havana Treaty reallocation of broadcast assignments, scheduled for next March 29, means installation of new transmitters, directional antennas and subsidiary equipment, as well as the acquisition of new sites for many stations. And while they are spending, broadcast owners are inclined to rebuild, refurbish or acquire new studios.

Equipment Problem

Added to this is the onrush of FM and the desire of broadcasters to protect themselves against future encroachment of a newer and ultimately more acceptable broadcast transmission medium in certain areas. The FCC, according to Chairman Fly, wants to encourage new FM broadcasters and introduce "new blood" and "healthy competition" in radio. That adds to the worries of the standard broadcast station owner.

Installation of new equipment, particularly antennas, is becoming complicated. Steel mills are running virtually at capacity to fill national defense orders. Structural tower steel, it is reported, cannot be delivered on order. The lag is now about two months at one of the biggest plants.

With war orders on transmitter and other electrical equipment running abnormally, manufacturing companies are not soliciting broadcast transmitter business as avidly as during normal times. No delays have yet developed but they are in prospect, according to advices here.

Personnel, particularly in the technical end, may become an increasingly vexatious problem for broadcasters. Uncle Sam is taking engineers for FCC field operations in ferreting out espionage and in policing all radio bands. The Army and the Navy are calling experts to active duty. Replacements thus will become more and more difficult, and new stations, being licensed almost in wholesale lots, will have an increasingly difficult task in procuring seasoned men.

Network Monopoly Issue

To a lesser degree the same personnel problem is likely to affect other branches of broadcast service. Because radio is essentially a young man's business, the selective service draft in due course will affect employment in all phases of operation.

What the FCC will do about the half-dozen "burning issues" that have been held in abeyance, presumably pending the outcome of the Presidential campaign, is of no little concern. The industry has wrestled with multiple ownership, newspaper ownership and even program control. These, however, are likely to remain on the shelf unless the President himself authorizes a direct course of action.

More immediate is the procedure with respect to the Network-Monopoly Report, now supposedly entering its final phases. All briefs are due now, by virtue of another

---

CBS Seeking KQW as Key To Serve San Francisco Area

Increase in Power to 50 kw. Sought on 740 kc.; Network Would Acquire a Minority Interest

A FAR-REACHING plan whereby KQW, San Jose, would become the CBS key outlet for San Francisco, with the network itself procuring a minority interest in the station, has been reached by CBS with the Brunton brothers, owners of KQW and KJBS, San Francisco. Full disclosure of the transaction was made to the FCC Nov. 14, in an application filed by KQW for an increase in power from 5,000 to 50,000 watts on 740 kc., the frequency to which the station is slated to move under the Havana Treaty allocations effective next March.

KQW would replace KSFO as the San Francisco outlet of CBS. KSFO, owned by Wesley I. Dumm, California real estate operator and broadcaster, is the contracted CBS outlet until Jan. 1, 1942. It also utilizes CBS studios built several years ago at a cost of approximately $135,000, which would be turned over to KQW as a part of the new transaction. KSFO is an applicant for the 740 kc. assignment earmarked for KQW.

Supreme Court Appeal

Litigation involving an arrangement whereby CBS proposes to lease KSFO for a long term now is pending before the U. S. Supreme Court. Oral argument was heard by the court at its Nov. 15 session. In this litigation the FCC challenges the jurisdiction of the courts to review FCC rulings involving transfers of license.

The application filed with the FCC discloses that CBS proposes to acquire approximately 38% of the stock of KQW for $50,000. This would be acquired from the Pacific Agricultural Foundation, licensee of the station. Existing stockholders are Ralph R., Sherwood D. and Mott Q. Brunton, with C. L. McCarthy, general manager, holding a minority interest. The Brunton brothers and Mr. McCarthy would retain the balance of the stock in a voting trust. The latter arrangement, it is presumed, is in the nature of a guarantee against acquisition of control by CBS.

In addition to the proposed direct stock purchase, CBS would advance to KQW $200,000 to be used for the installation of the proposed 50,000-watt transmitter at a point between San Jose and San Francisco. In return, it would acquire a mortgage on the station property.

Under the arrangement, Mr. Brunton would continue as president of the company and Mr. McCarthy as general manager. KQW now is a Don Lee-MBS outlet, but this arrangement terminates Jan. 1. The new affiliation contract

(*Continued on page 83*)

eleventh-hour extension beyond the Nov. 12 deadline at the behest of NBC and CBS. These networks, flanked by Independent Radio Network Affiliates, have leveled an all-front attack at the FCC Committee report.

What procedure the FCC will follow henceforth is of extreme importance. Oral arguments on the committee's report, released June 12 to the accompaniment of a Senatorial outburst which proved the beginning of the end of the Brown reappointment to the FCC, are set for Dec. 2-3. A postponement is considered likely, even if based only on the four postponements authorized on filing of briefs.

If the FCC decides upon an extreme course, it will probably issue "proposed findings" in advance of the oral arguments, in which it will set forth proposed rules to license networks, regulate affiliate contracts and otherwise adopt recommendations of its monopoly committee. That would place the preliminary stamp of approval by the full FCC on the committee's explosive report.

"Parlay" Seen Possible

The more conservative course would be simply to schedule oral arguments on the committee's report, and on the reply briefs of the respondents. Chairman Fly said Nov. 12 that some thought had been given to a "proposed report" by the full Commission, but that the precise course had not been determined.

The crop of candidates for the Brown vacancy on the FCC has increased since the elections. There is talk of a "parlay" whereby the existing vacancy, which is for a seven-year term from last June, might be filled by a Democrat rather than a Republican or "non-Democrat." Obviously, some deserving Administration supporter would be preferable for this $10,000 political plum, it is deduced. The device to accomplish this end might be to designate one of the shorter-term Democrats on the FCC for the Brown vacancy, and then appoint the non-Democratic aspirant for the shorter term. Another course, also conceivable in the light of complaints against certain members of the FCC, would be for the President to "transfer" one such member to another agency, and thereby create the FCC vacancy for the long term and infuse new blood in the Commission.

Other Candidates

A bi-partisan delegation from New England is reported to have advised the President during the last fortnight of its support of Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission.

The candidacy of Ray C. Wakefield, member of the California Railroad Commission, also is being espoused. Like Mr. Smith, his background is entirely in the public utility-common carrier field. Broadcasters privately feel that the post should be filled by someone familiar with radio, rather than one schooled in utility regulation and probably having preconceived notions about rate regulation, limitation of profits and other regulatory measures foreign to broadcasting.

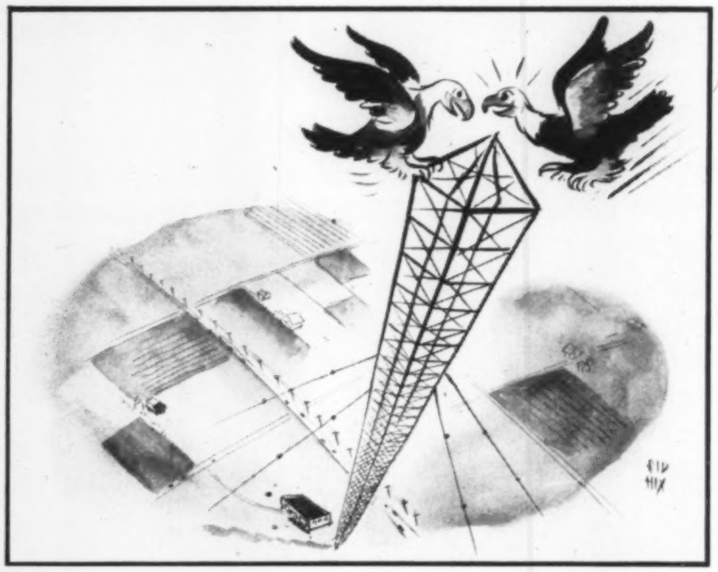
Leading candidate from the Pacific Coast in the radio field is former Judge John C. Kendall, of Portland, Ore., an attorney who has specialized in radio for more than a decade. Judge Kendall had been considered for the old Radio Commission and the FCC in the past, but never was an active candidate. This time, however, it is reported that he would accept the post if proffered.

Johnstone Due for a Post

That G. W. Johnstone, radio director of the Democratic National Committee during the campaign, will be appointed to some official radio status was regarded as likely in Washington circles. Mr. Johnstone, former public relations director of WOR and before that head of the NBC Press Department, has been highly complimented on his services during the campaign. Whether he will be considered for the FCC depends upon eventualities. As a Democrat, he could not qualify for the existing Brown vacancy. Should the President decide upon a reorganization or possibly several changes on the Commission itself, Mr. Johnstone definitely would be considered. He also is being considered for several other radio liaison posts, slated for creation as a result of the national defense emergency.

A campaign for appointment of W. J. Ballinger, economic advisor of the Federal Trade Commission, to the Brown vacancy, appears to have tapered off. A Progressive and a native of Washington, Mr. Ballinger once before was a candidate for the FCC. Another non-Democrat mentioned is former Governor Phil LaFollette of Wisconsin, now practicing law in Milwaukee. He is not an active candidate for the post, however.

A new name advanced is that of Dr. A. G. Crane, president of the University of Wyoming, and chairman of the National Committee on Education by Radio, which in years past has been a vigorous opponent of commercial broadcasting. The committee, now somewhat dormant, got solidly behind a move for allocation of a fixed percentage of broadcasting facilities for educational broadcasting several years ago, and sponsored legislation to that end. Dr. Crane also is head of the National Assn. of State Universities, and now actively participates in the Rocky Mountain Radio Council, collaborating with stations in that area in educational broadcasting. It is reported that Senators O'Mahoney and Schwartz, both Wyoming Democrats, are espousing his candidacy, though Dr. Crane is a Republican.



Drawn for BROADCASTING by Sid Hix

"We're Just in Time for the 497th Instalment of Maw Gherkins!"

GILLETTE ON AIR FOR CUT IN PRICE

GILLETTE SAFETY RAZOR Co., Boston, will use four coast-to-coast network programs to promote its line of Christmas gifts before Christmas and to announce the reduction in price of Gillette Blue Blades, from Nov. 27 through Jan. 27.

Used for both announcements will be the company's current twice-weekly program of news by Elmer Davis on 50 CBS stations in the eastern and central zones and 9 CBS Pacific Coast stations, as well as the Dec. 8 exclusive sponsorship on MBS of the professional football championship game. Among the gift sets offered are the Milord and Milady one-piece Tech razors, New Valet Autostrop, Gillette Tech and Gold Tech razors, and a special unit called the Thrifty-Fifty pack of Blue Blades.

Two other football games, both played Jan. 1, 1941, will be sponsored exclusively by Gillette—the Sugar Bowl game in New Orleans on NBC-Blue, and the Orange Bowl game in Miami on CBS. Commercials during both broadcasts will stress the nationwide cut-price sale on Blue Blades, but announcers for the two events have not yet been selected. Maxon Inc., New York, handles the Gillette account, will announce further details on the football broadcasts later this month.

AFM to Consider Net Co-Op Plea

Rosenbaum to Present Case Before Board of Union

AN OPPORTUNITY to appear before the executive board of the American Federation of Musicians to protest the union's recently announced ban on cooperatively sponsored network broadcasts [BROADCASTING, Nov. 1] will be given Samuel R. Rosenbaum, chairman of the Independent Radio Network Affiliates, according to a spokesman at AFM headquarters.

Replying to Mr. Rosenbaum's request that he be allowed to appear before the board on behalf of his organization, AFM President James C. Petrillo has written him that he will be given a hearing at the next board meeting, it was stated. No date has been set for such meeting but one is normally held in January or February of each year.

Members Protest

In his letter to Mr. Petrillo, Mr. Rosenbaum stated that a number of IRNA members had protested the AFM's prohibition of local participating sponsorship of network musical programs as being "contrary to the spirit of the undertaking which they voluntarily entered into when they increased their staff expenditures for live musicians and, in many cases, gave employment to musicians where none were employed before."

Pointing out that since the expiration of the National Plan of Settlement last January most of the stations have continued the increased employment "entirely as a gesture of good-will toward the AFM," Mr. Rosenbaum says these stations "feel they are justified in complaining that when they agreed to these expenditures it was in order to remove any obstacle to their free use of network-supplied music and transcriptions. There is a grave possibility that if your order is carried out," the letter continues, "many of these stations will take the view that you have broken down one of the chief arguments for the continuance of the employment of live musicians by them in all those cases where they feel their local operation does not require the use of staff musicians."

Examples Are Cited

Citing the NBC *Breakfast Club* as an example of the type of program the AFM is planning to prohibit, Mr. Rosenbaum states that the local sponsorship of this program does not in a single instance replace the employment of live musicians. Furthermore, he goes on, "I believe it is true that there is not a single local sponsor who has bought the *Breakfast Club* program who would pay for live talent in a local station of the same quality or extent, or in most cases for any at all.

"Your prohibition will therefore not increase local employment in the slightest degree and will really have the effect of unsettling and breaking down the voluntary cooperation of network affiliates throughout the country with the efforts of industry leaders to maintain employment of live musicians."

BMI Gears for ASCAP-less Music

Hummert Plans Protest To FCC; Anti-Trust Case Proceeds

WORKING overtime in its effort to make as painless as possible the transition from ASCAP to non-ASCAP music next Jan. 1, Broadcast Music Inc. officials exuded confidence in their ability to accomplish this goal to the satisfaction of radio advertisers and broadcasters alike. With only six weeks remaining before current ASCAP contracts expire, broadcasters are taking it for granted there will be no meeting of the minds and that radio will be an ASCAP-less operation on New Year's Day.

The only new sign in the direction of an enforced peace was the report that E. F. Hummert, vice-president of Blackett-Sample-Hummert, top radio agency, will file a protest with the FCC asking that something be done to prevent loss of ASCAP music from the air. As BROADCASTING went to press, the protest had not been filed. Moreover in official circles, it was felt the FCC could not intercede, since programs and program control are entirely outside its scope of regulatory operation.

For Benefit of Public

On Mr. Hummert's behalf, it was said he would ask that something be done to prevent the "music of Victor Herbert and other American composers which belongs to the public" from being driven off the air. He said he would do so as an individual and as a producer of programs using "familiar American music" and was in no way speaking for his agency. Moreover, contrary to a general impression, he said he is not a member of the Blackett-Sample-Hummert firm despite inclusion of his name in the firm's title. Emphasizing that he was not taking sides either with the broadcasters or ASCAP in their controversy, Mr. Hummert stated that "this affair must be settled for the benefit of the public". His attorneys, O'Connor & Farber, have been drafting the protest for more than a week.

Mr. Hummert's impending action was given a vote of approval at a meeting of band leaders in New York Nov. 12, called by Abe Lyman. As in previous meetings earlier this fall [BROADCASTING, Oct. 1-15], the position of band leaders in the radio-ASCAP disagreement was discussed but no action was taken.

Richard Himber, orchestra leader, on Nov. 15 sent a telegram to Mayor F. H. LaGuardia of New York asking him to mediate the ASCAP-Radio impasse. The Mayor was out of town but his secretary stated that he usually does not intervene unless requested by both sides.

Meanwhile, it was made clear at the Department of Justice that preparations for revival of the Government's anti-trust suit against ASCAP, now five years old, are going forward and that some action is contemplated before the year ends. The precise course is not divulged, but observers expect sensational developments, possibly in the nature of new grand jury actions, alleging monopoly and violation of the anti-trust laws. Action is expected rather speedily—particularly in the light of the Presidential election results—in charge of the same Anti-Trust Division staff, under Assistant Attorney-General Thurman Arnold.

ASCAP-less Tunes

To provide a period of rehearsal for the situation that will prevail after the end of 1940, when broadcasters are no longer licensed to perform music controlled by ASCAP, CBS will permit no ASCAP tunes on any of its sustaining programs after Dec. 1.

At NBC, the non-ASCAP requirement goes into effect Nov. 15 for all programs produced by NBC staff members, but not until Dec. 15 for dance bands whose programs originate outside the NBC studios. According to Sidney Strotz, recently appointed vice-president in charge of programs, these remote pickups must be 50% non-ASCAP by Dec. 1 and 100% after Dec. 15. CBS studio sustainers are already almost entirely non-ASCAP, it is understood.

Asked whether the new situation would entail a major reorganization of the music department, Mefford Runyon, CBS vice-president, stated there would be an increase in personnel but no important changes in organizational set-up. The copyright-clearance staff, he said, was established in mid-December, 1935, less than two weeks before the withdrawal of Warner Bros. catalogs from the ASCAP fold. Despite this hurried preparation the set-up worked so well that during the six months the Warner publishers remained outside of ASCAP, CBS had only one real suit for infringement and that involved three songs of the same title, two of which were published by Warner houses. CBS finally proved that the number actually broadcast had been the one belonging to a non-Warner publisher.

Since that time this division has continued to function, clearing all numbers performed on all CBS broadcasts, Mr. Runyon stated, and after the first of the year it will go on in just the same manner.

Mr. Strotz said this condition is also true at NBC and that no extensive changes will be caused by the loss of ASCAP music. However, he added, the whole program set-up at NBC is due for a general overhauling which will be undertaken as soon as he has been on the job long enough to familiarize himself with all the facets of the whole organization. He assumed his present post only recently [BROADCASTING, Oct. 15], coming from Chicago where he had been vice-president in charge of NBC's central division.

CBS Staff Enlarged

To assist advertisers and artists to find among the music that will be available for broadcasting after the first of the year selections and arrangements suited to their particular programming requirements, Douglas Coulter, CBS assistant director of broadcasts, has added to his staff three seasoned musicians. They are Colin O'Moore, well-known concert singer and teacher; William Wirges, arranger and pianist for the famed *Cliquot Club Eskimos* of radio's early days, and Guido Vant, composer-arranger who formerly had his own orchestra.

SMILING as he takes the hearty clasp of congratulation from NBC President Niles Trammell, Ford Bond (left) on Nov. 1 rounded out his 10th consecutive year of announcing the *Cities Service Concert*, heard Fridays at 8 p.m. on NBC-Red.

Digging into the catalogs of publishers who have made arrangements for the broadcasting of their music after the conclusion of the present ASCAP contracts and into the vast storehouse of public domain music, these men are concentrating on selecting songs that would be good for Lanny Ross, or Kate Smith, or other artists with special needs, picking tunes that might suit the syles of Wayne King or Guy Lombardo or other individual orchestras, and at the same time keeping an eye open for old numbers which might be hits if given modern arrangements.

His staff is also working with sponsors in discovering or developing suitable new theme songs to replace ASCAP-controlled numbers presently in use, Mr. Coulter said, adding that within the next few weeks practically every advertiser on CBS will be using a non-ASCAP theme. CBS is planning to make this type of client-cooperation a permanent function of its music department, he stated, with further increases in personnel as required. NBC is also cooperating with advertisers in the selection of special numbers for their programs.

Sponsor Cooperation

Executives of both networks said they have received excellent cooperation from advertisers and their advertising agencies, which are rapidly adapting programs to conditions which will prevail after Jan. 1, 1941. Many sponsors have already adopted new theme songs which they can use next year and many more will do so within the next few weeks. Sponsors of musical programs have been using an increasing amount of non-ASCAP music on these programs. A recent Kay Kyser program was, as an experiment, built almost entirely of non-ASCAP numbers. Unfortunately its broadcast was cancelled

(*Continued on page 80*)

BMI Canada Ltd. Subsidiary Formed As Dominion Studies Copyright Issue

By JAMES MONTAGNES

BROADCAST MUSIC Inc. has formed and organized a wholly owned Canadian subsidiary under the corporate name BMI Canada Ltd., it was announced Nov. 8 at the company's Toronto office. Announcement was made in connection with the annual filing of copyright tariffs by the Canadian Performing Rights Society (Canadian ASCAP) with the Canadian Copyright Appeal Board. BMI Canada Ltd. has also filed a tariff with the copyright office. The Copyright Appeal Board will sit at Ottawa sometime in December, if the usual procedure is followed.

The amount of performing right fees which the Canadian broadcasting stations will pay in 1941 will also be considered by the Board. It is understood CPRS is again asking for an increase from 8 to 14 cents per set. If the Copyright Appeal Board were to grant this increase, Canadian stations would pay the CPRS $178,321.98 in 1941 as compared with $97,839.45 in 1940.

International Aspects

Details of the BMI Canada tariff are not available but it is understood BMI is more interested in having its music popularized than collecting any substantial sum.

Because of the international exchange of both commercial and sustaining programs between the United States and Canada, the United States copyright situation and the industry's battle with ASCAP is bound to affect Canadian broadcasting stations. If the American networks on Jan. 1 discontinued entirely the broadcasting of ASCAP music, it is obvious the amount of ASCAP music played over Canadian stations will be materially decreased. It is equally obvious the CBC will be unable to feed any ASCAP music to the American networks. For these reasons BMI Canada was formed.

Officers of the Canadian Assn. of Broadcasters when interviewed about the matter advised it is the intention of CAB to urge strongly that the fee of 8c per set, fixed by Judge Parker in 1935, is an adequate payment for the performing right in all music performed and should be maintained and that, if BMI Canada receives any fee, the fees payable to CPRS should be reduced accordingly.

AFA Convention Plans

ADVERTISING Federation of America will hold its 37th annual convention at the Hotel Statler, Boston, May 25-29, 1941, with Phil McAteer, former AFA vice-president, as chairman of the Committee on Local Arrangements. Radio will figure prominently at several of the sessions, but no further details have been released.

Regional Granted In Indianapolis, Four New Locals

FIVE MORE broadcasting stations, including a new fulltime regional outlet in Indianapolis, have been authorized for construction by the FCC during the last fornight, bringing to 66 the number of new stations for which construction permits have been granted thus far this year. The four new locals will be located in Batavia, N. Y.; Escanaba, Mich.; LaGrange, Ga., and Albany, Ore.

The Indianapolis grant was announced Nov. 1 and went to Capitol Broadcasting Co., covering 1,000 watts night and 5,000 day on 1280 kc. with directional antenna. The company's officers and stockholders are C. Bruce McConnel, sales manager of a local tobacco and candy wholesale company, president and 33% stockholder; Alvin R. Jones, auto dealer and head of an auto finance company, vice-president, 14%; Edward H. Harris, president of the tobacco and candy wholesale house and a director of the Boy Scouts of America, treasurer, 33%. Directors and 5% stockholders are John E. Messick, Lyman S. Ayres, Thomas Mahaffey and Joseph E. Cain.

The grant to Batavia Broadcasting Co., also made public Nov. 1, covers 250 watts on 1500 kc. Officers and stockholders are Edmund R. Gamble, formerly with a farm journal, president, 36%; Edward P. Atwater, banker, vice-president, 14%; Joseph M. Ryan, oil dealer, secretary, 50%. Mr. Gamble will be the station's manager.

Three Granted Nov. 14

There were three new local station grants Nov. 14, all involving newspaper ownership.

The Delta Broadcasting Co., Escanaba, was granted 250 watts on 1500 kc. The officers and stockholders are Joe J. Clancy, manager of Wadhams Oil Co., president, 1.49%; George F. Perrin, sales manager of the Gladstone Fuel & Dock Co., Gladstone, Mich., vice-president, 1.49%; Gordon H. Brozek, manager of WDMJ, Marquette, Mich., secretary-treasurer, 52.26%; Frank J. Russell Jr., editor of the *Marquette Mining Journal*, 29.84%; Leo G. Brott, publisher of the *Marquette Mining Journal*, 14.92%. The *Marquette Mining Journal* is 100% owner of WDMJ.

LaGrange Broadcasting Co. will be licensee of the new station in that Georgia community, the grant covering 250 watts on 1210 kc. Officers and stockholders are Roy C. Swank, publisher of the *LaGrange News*, president, 33⅓%; Arthur Lucas, Georgia theatre owner and part-owner of WRDW, and WMOG, Brunswick, Ga., 16 2/3%; William K. Jenkins, partner of Mr. Lucas, 16 2/3%; Fuller Callaway Foundation of LaGrange, 33⅓%.

The new station in Albany, Ore., also was granted 250 watts on 1210 kc., and will be licensed to Central Willamette Broadcasting Co. Officers and stockholders are W. J. Jackson, co-publisher of the *Albany Democrat - Herald*, president, 49.23%; R. R. Cronise, co-publisher of the same newspaper, secretary-treasurer, 50%; Glenn L. Jackson, of Medford, Ore., .77%.

EXECUTIVES of Sherwin-Williams Co. seem pleased after a recent *Metropolitan Opera Auditions of the Air* program. Gathered in the NBC studio are (l to r) B. M. Van Cleve, general sales manager; J. R. Warwick, account executive of Warwick & Legler; Milton Cross, NBC announcer; C. M. Lemperly, general director of advertising and publicity; A. W. Bader, general manager of paint sales; James Haupt, NBC; George Griffiths, general stock-keeper.

At the Collapse

KIRO, Seattle, on Nov. 7 originated an on-the-spot CBS description of the collapse of the huge $6,000,000 suspension bridge over Tacoma Narrows. Acting on morning reports of unusual behavior of the bridge, KIRO sent a crew to the scene, 40 miles away, set up portable equipment and carried descriptions and interviews from the ground near the bridge approach as well as from a chartered United Air Lines plane overhead. The staff handling the pickup included Maury Rider, KIRO chief announcer; Carroll Foster, announcer; Jim Hatfield, chief engineer, and Jim Upthegrove, engineer.

Newspapers Now Own Half of KOIL's Stock

THE SIDLES Co., Lincoln, Neb. holding company headed by Fred S. Sidles, becomes co-equal owner of the stock in KOIL, Omaha, as a result of an FCC decision Nov. 14 authorizing the transfer of one share of stock to the Star Printing Co., now 24.9% stockholder and publisher of the *Lincoln Star*. Another 25% is owned by the *Lincoln State Journal*, which along with the *Star* is a unit of the Lee Syndicate newspaper chain. Thus the Lee interests are now 50% owners of KOIL, having the same holdings as the Sidles Co.

The Commission, presumably because of the local monopoly issue, ordered a hearing on a similar proposed transfer by Sidles of one share of stock in the companies operating KFAB and KFOR, Lincoln. The Sidles Co. at present holds the balance of one controlling share, and in the case of these stations it is also proposed to equalize the holdings with the same newspapers.

Cleveland Radio Council

CLEVELAND Radio Council, incorporating a board of review to pass on the merits of radio programs, has been formed in Cleveland jointly by the Federation of Women's Clubs, Federated Churches, Parent-Teacher Assns., DAR, Catholic Youth Assn., and the Young Men's Hebrew Assn. President of the council is Mrs. Walter V Magee, chairman of the radio study division of the Federation of Women's Clubs. Vice-presidents named at the organization meeting are Carl George, WGAR program director, and William B. Levenson, WBOE radio director.

POWER INCREASES GRANTED STATIONS

MEETING Nov. 14 after a two-week lapse, the FCC granted power increases to a number of stations, including a boost from 1,000 to 5,000 watts for KMO, Tacoma, operating on 1330 kc.

At its meeting Oct. 31, horizontal power increases to 5,000 watts, full time were granted four stations on the 1280 kc. regional channel, while two others on the frequency were given boosts to 1,000 watts. Stations granted 5,000-watt construction permits were WIBA, Madison; WRR, Dallas; WDOD, Chattanooga, and KFBB, Great Falls, Mont. WORC, Worcester, Mass., was granted an increase from 500 to 1,000 watts, and KLS, Oakland, from 250 to 1,000 watts on 1280 kc.

KRIS, Corpus Christi, at the Nov. 14 meeting was granted an increase from 500 to 1,000 watts on 1330 kc., directional. WFPG, Atlantic City, was boosted from 100 to 250 watts unlimited time on 1420 kc. WEXL, Royal Oak, Mich., was granted an increase from 50 to 250 watts unlimited time on 1310 kc. KFUO, St. Louis, operated by the Lutheran Synod, was given a construction permit to increase its power from 1,000 to 5,000 watts on 830 kc., operating until local sunset at Denver.

Four Brooklyn Outlets Consider Consolidation

NEGOTIATIONS looking toward consolidation of the four Brooklyn stations now sharing time on 1400 kc. are understood to be in progress following settlement of the much-litigated dispute among these stations last month [BROADCASTING, Nov. 1].

The FCC, after eight years of continuous litigation, on Oct. 17 renewed the licenses of the four stations precisely as they were at the outset of the case. The stations are WLTH, WARD, WBBC and WVFW. Several meetings, it is reported, already have been held by the station owners with a view to consolidation, which would make possible fulltime operation with 500 watts on 1400 kc. Settlement of litigation expense and other fiscal items must be accomplished before the consolidation can be completed, it is reported.

P. K. EWING, general manager of WDSU, New Orleans, who also owns WGCM, Gulfport, Miss., and WGRM, Greenwood, Miss., has applied to the FCC for a new 250-watt station on 1500 kc. in Natchez, Miss.

Hearing Ordered In 690 kc. Cases

Applicants for 680 kc. also Designated for Hearing

THE BATTLE for assignment on 690 kc., which becomes available for a 50,000-watt station in Kansas or Oklahoma under the Havana Treaty, took tangible form Nov. 14 when the FCC set for hearing several pending applications for the facility. The Treaty reallocation is slated to become effective next March 29 and disposition of the competing applications is expected before that date.

Earmarked for KGGF, Coffeyville, now operating on 1010 kc., and WNAD, Norman, Okla., university station, the facility is being sought by KOMO, Oklahoma City; KMBC, Kansas City, and Fred Jones Broadcasting Co., Tulsa, each applying for 50,000 watts on the channel. The Tulsa, Oklahoma City and Coffeyville applications were designated for hearing. That of KMBC is expected to be designated shortly and consolidated with the projected hearing.

680 Applications

Competitive applications of KWK, St. Louis, and KFEQ, St. Joseph, Mo., for assignment on 680 kc. also were designated for hearing, though not directly involved in the Treaty shift. KFEQ, now operating until local sunset on 680 kc., seeks an increase in power from 2,500 watts day, 500 watts night, to 5,000 watts unlimited time. KWK, now operating on 1350 kc. with a 5,000-watt fulltime authorization, seeks transfer to 680 kc. with 50,000 watts. KPO, San Francisco, is dominant station on the 680 clear channel.

In reverting to hearing procedure, the FCC also designated for hearing applications of KFOR and KFAB, Lincoln, proposing assignment of control from the Sidles Co. to the Star Printing Co. A third application, involving KOIL, Omaha, for transfer from the same assignor to the same assignee was granted by the FCC. In this transaction, the Sidles Co. transferred one share of common stock, thus relinquishing control of the licensee corporation.

Also designated for hearing were more than a dozen applications involving increased power, new stations and license renewals [see FCC actions, page 88].

Only New Stories Slated On 'Campbell Playhouse'

WHEN Campbell Soup Co., Camden, starts the 1940-41 season of *Campbell Playhouse* Nov. 22 on CBS, it will use dramatizations of stories never before produced on radio, stage or screen. Programs will be prepared by John Houseman and Wyllis Cooper with Diana Bourbon directing and George Zachary assisting in production.

Series will be heard Fridays, 9:30-10 p. m., on over 37 CBS stations. The initial program will feature Walter Huston and Donald Cook in Wilbur Steele's "Life Is So Little", and name stars of stage and screen will be used on subsequent broadcasts. The *Campbell Playhouse* last season ran 30 weeks from Oct. 9, 1939, through March 3, 1940. Agency is Ward Wheelock Co., Philadelphia.

XUM

Defense Board Maps Committee Tasks

Completion of Roster To Permit Drafting Of War Program

HAVING completed the blueprint of its organization to provide four major committees and 11 subordinate industry advisory groups, the Defense Communications Board hopes to enroll by early December its voluntary personnel roster. This roster will make possible prompt drafting of a comprehensive war communications plan for Presidential consideration.

Although broadcasting will be adequately represented on the advisory staff, it is expected to figure only in a secondary way in the board's planning work. Telephone, telegraph, cable and aviation communications are destined to occupy main attention in the long-range planning. But coordination of broadcast services in time of actual war emergency will be considered—with emphasis on maintenance of private commercial operation and control—only as a last-ditch measure.

Committee Heads

FCC-DCB Chairman James Lawrence Fly announced Nov. 13 that the board had completed its organization chart, after six weeks of preliminary study. Since its appointment Sept. 25 by President Roosevelt, the five-man board has devoted its time at a half-dozen meetings to review of communications war plans previously drafted, and to blue-printing of the new organization. Members, aside from Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Communications; Herbert E. Gaston, Assistant Secretary of the Treasury, and Breckenridge Long, Assistant Secretary of State.

Thus far, only the personnel of the Government-manned committees, such as the important Coordinating Committee and the Law Committee, have been named. Lieut. E. K. Jett, FCC chief engineer, retired naval officer and important figure in Government communications, was named chairman of the Coordinating Committee, which will be liaison unit between the board itself and the 11 industry subgroups. It also will maintain liaison between the Industry Advisory Committee, the most important outside group made up of top officials of communications companies, and the Labor Advisory Committee, presumably to be manned by representatives of labor unions identified with all phases of communications. The fourth major committee—Law—is made up entirely of Government attorneys, headed by FCC General Counsel Telford Taylor, and will furnish legal opinions and advise and handle the drafting of final reports, recommendations, proposed Executive Orders, proclamations and legislation.

In addition to representation on the Industry Advisory Committee, the broadcasting industry will participate in the board's work through two of the 11 subordinate committees. These will be the Domestic Broadcasting Committee and the International Broadcasting Committee. However, these units will function only through the major Coordinating Committee, and will consult only occasionally with the board itself.

Chairman Fly said the committee personnel appointments should be made by Dec. 1. Presumably conferences will be held with the respective industry groups and nominations entered in that fashion. Size of the committees will depend upon the work involved, and probably will range from 5 to 20 men. In addition, each committee can designate subcommittees, as needed.

Committee Duties

The key industry advisory committee, Chairman Fly said, will comprise "important men" representing the viewpoints of various fields. Thus it is presumed that such figures as David Sarnoff, RCA president; William S. Paley, CBS president; Niles Trammell, NBC president; Alfred J. McCosker, MBS chairman, or W. E. Macfarlane, MBS president, and Neville Miller, NAB president, will be invited to serve. For the non-broadcasting activities, it is logically expected that such outstanding men as Walter Gifford, AT&T president; R. B. White, president of Western Union, Sosthenes Behn, president of IT&T, will be named.

The Domestic Broadcasting Committee, it is expected, will be headed by Mr. Miller, with representatives of each category of station, and of each network designated on the group. The International Broadcasting Committee, important because of propaganda and counter-propaganda activities, will be made up of key people in that sphere of broadcast activity, again probably surrounding Mr. Miller.

ON ACTIVE DUTY at port in Eastern Canada are Tommy Robinson (left), formerly manager of CJAT, Trail, B. C., and Maj. Bill Borrett, managing director of CHNS, Halifax. Both are in the Canadian Active Service Force.

Chairman Fly emphasized that the board's work with the committees is entirely on a voluntary basis, and that no appropriations are available or contemplated. He made it clear that the Coordinating Committee is the key contact group, and that the Industry Advisory Committee will handle the major policy consideration with the board.

Subordinate Groups

Other committees of the 11 subordinate groups are amateur, aviation, cable, Interdepartment Radio Advisory Committee (already established and made up of Government engineers representing all agencies using radio frequencies), radio communications, State and municipal facilities, telegraph, telephone and U. S. Government Facilities Committee.

The board's formal action in designating the committees states they are appointed to assist in carrying out the functions delegated to DCB itself "and to pro-

(Continued on page 79)

NEW COMEDY situations for the weekly CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co., (Camel cigarettes), were discussed during a recent Hollywood script conference participated in by (l to r, standing) William Moore, West Coast radio production manager of Wm. Esty & Co., agency servicing the account; William E. Forbes, CBS network sales service manager, and Richard Marvin, New York radio director of the agency. Marvin was in Hollywood during early November. Seated is Arthur Lake, who portrays Dagwood Bumstead, in the *Blondie* serial.

Aid to Industry Offered by Army

Sponsored Programs Will Be Permitted From Camps

THOUGH the War Department has not yet completed organization of its new radio division to coordinate military program operations with the broadcasting industry, steps already have been taken by its Public Relations Division to cooperate more effectively with radio. The paper plan will be completed when appointment finally is made of a director of the projected new division.

Edward M. Kirby, NAB Public Relations Director, is expected to be named head of the Radio Division in the near future. The NAB board of directors recently granted him a leave of absence to serve as a civilian expert on a "dollar-a-year" basis for duration of the emergency. Also pending is a proposal that Mr. Kirby be reinstated in the Army Reserve and recalled to active duty, heading up the new division with the rank of major [BROADCASTING, Oct. 15, Nov. 1].

Programs from Army Posts

The Department, it is now disclosed, will grant sponsors or stations permission to originate programs from Army posts, under specified limitations. Lieut. Col. Ward Maris, chief of the Public Relations Division, General Staff, Washington, is in supervisory charge.

Following conferences with the Department, NAB headquarters announced Nov. 14 that commercial programs originating at Army posts must carry an announcement at the opening and closing that the broadcast in no way constitutes an endorsement by the Army or any of its personnel of the product advertised. In addition, restrictions in commercial copy, prepared or ad libbed, will be enforced.

The Department prefers to have the station or sponsor submit a sample continuity of the program. It is disposed to permit programs, both sponsored and sustaining, to originate before an audience of soldiers or trainees, since it feels the entertainment features are of value in morale building.

NAB has offered its services to the industry in procuring clearance for Army post originations. Stations were requested to send a list of such proposed programs, together with the number of times scheduled, for submission to the Department.

It is expected that morale building at Army cantonments will be a primary phase of the new Army Radio Division activity. The paper plan contemplates a section which will include a staff of script writers as well as contact officers in the various corps areas.

The 'Voice' of Albers

ALBERS BROS. MILLING Co., Seattle, in the interest of its food and cereal products will sponsor M. Sayle Taylor's *Voice of Experience* quarter-hour program of advice on listeners' problems, using the full NBC-Red Pacific Network. Series will be heard Mondays, Wednesdays and Fridays, 9:30-9:45 p. m. (PST). Agency is Erwin, Wasey & Co., Seattle.

Bitter Battle Starts on Monopoly Report

NBC, CBS and IRNA Strike Hard; Mysterious Wire From FCC

Digests of reply briefs to FCC Network Monopoly Committee Report appear on pages 26 A-D and 66 A-D, inclusive.

A FIGHT as gory as any ever waged on the none-too-serene radio regulatory front was presaged Nov. 15 with the filing of final reply briefs with the FCC in the Network-Monopoly Investigation. NBC, CBS and Independent Radio Network Affiliates raked the FCC Committee's report of last June 12 with a brand of legalistic fire seldom before loosed against a Governmental agency, and the repercussions set in immediately.

Only MBS, among the major networks, supported the FCC Committee's conclusions that networks be licensed, that exclusive network-affiliate contracts be banned, and that the FCC in effect supervise the dealings of stations and networks. The Committee report, which was based on six months of hearings in 1938-39, was signed by Thad H. Brown, former member of the FCC, Paul A. Walker and F. I. Thompson.

A Mystery Wire

NBC and CBS hit the Committee on all fronts in asking that the report be thrown out. IRNA, in a brief equally strong, held the FCC was without authority to do the things proposed by the Committee, and asked that the affiliates be left to their own devices in working out their contracts with the networks.

IRNA, through its counsel, Paul M. Segal, filed its brief Nov. 12 as did MBS, through Louis G. Caldwell and Frank D. Scott. NBC and CBS followed Nov. 15, having procured an eleventh-hour extension. It was after Messrs. Thompson and Walker had read the IRNA brief that the fur began to fly.

A telegram was ordered sent to approximately 230 network-affiliated stations, reading as follows:

"Please advise by telegram today whether brief filed in broadcasting investigation by attorney IRNA was authorized by you, was submitted to you for approval, or whether views expressed therein were submitted and whether brief reflects position your station". It was signed by T. J. Slowie, secretary of the FCC.

So far as could be learned, the telegram had not been authorized by the full Commission but was sent only on the Committee's initiative. It was viewed by broadcasters as an obvious effort to discredit IRNA, since the replies were requested "today". Presumably the Committee had in mind releasing a statement that a majority of the IRNA stations had not seen the brief before filing, it was suggested.

IRNA's position favoring a minimum of Government regulation, was declared at the annual convention of that organization in San Francisco Aug. 5, at which time it authorized its board of directors to file a brief opposing certain features of the Committee report [BROADCASTING, Aug. 15]. It was learned by BROADCASTING that the brief, prior to filing with the FCC, had been submitted to the full IRNA board.

The fact that approximately 40 stations on MBS are members of IRNA, and that MBS in its brief took a position diametrically opposed to that of the affiliate group, caused consternation in some quarters and contributed to the decision by the FCC Committee to send the telegrams to affiliates. Several stations, it is reported, have resigned from IRNA because of the situation provoked by the conflict.

Rough on Radio

When the FCC Committee report was made public June 12, timed for the start of hearings on the confirmation of Col. Brown before the Senate Interstate Commerce Committee, it was stated in one high official quarter that if adopted in toto it would "crucify" the industry. Precisely the same view was advanced by CBS, NBC and IRNA, as well as Don Lee.

The transcription companies and several individual stations, supported portions of the Committee's report. While the transcription companies argued for elimination of network competition in their field and for repeal of the rule requiring disc announcements as such, American Federation of Musicians petitioned the FCC to retain the announcement lest "canned music" become unfairly competitive with live musicians.

In characteristic fashion John J. Burns, CBS chief counsel and former Securities & Exchange Commission general counsel, attacked the "temper and the spirit" of the Committee's report, and charged it with "bias". Philip J. Hennessey Jr., NBC's chief counsel, held the report, if adopted, would mean that the FCC would use its licensing power to "control network programs, transcriptions, talent, rates, compensation of affiliates, profits and every other important feature of network broadcasting".

It was evident that the pace will become fast and furious when the FCC takes its next step on the inquiry. Oral arguments on the Committee's report are set for Dec. 2-3, but it is likely they will be either cancelled or postponed. The FCC has retained George B. Porter, former assistant general counsel, as special counsel to handle the proceedings and it is likely he will seek additional time, particularly in the light of the situation precipitated by the filing of the new briefs.

The precise course to be followed by the FCC has not yet been decided. The Commission itself is in violent disagreement on the Committee's report. The temper of the briefs will add fuel to this conflagration. And since the Senate Interstate Commerce Committee only last summer took occasion to pry into the circumstances surrounding the Comitttee's work, the whole issue is likely to land before that Committee at the next session as the basis of the long-sought investigation of the FCC, and the industry.

'Proposed Rules' Possibility

Unless present signs fail, the FCC will postpone arguments until next spring and in the meantime consider the Committee's report. It may decide to adopt "proposed rules" and other proposed findings to serve as the basis for the arguments, rather than hear arguments on the Committee's report as such. Because of the attack upon the facts as presented by the Committee, some FCC officials believe the Commission should draft the findings in advance of final arguments.

The FCC Committee report was based on hearings which ran from Nov. 14, 1938, through May 11, 1939, with 73 full hearing days consumed. The Committee submitted a 1,800-page report last June, after having been prodded by members of Congress over the long delay. Of the original four members of the Committee only two actually participated in the writing of the report (Brown and Walker) whereas now only one (Walker) still serves on the FCC.

Don Lee, in a brief filed by L. A. Weiss, vice-president and general manager, through Swager Sherley, Washington counsel, held the Committee had made out no case warranting Governmental interference or regulation of network operations and asked that its recommended regulation be rejected. This likewise added to the confusion, since Don Lee is affiliated with MBS and since Mr. Weiss is the West Coast vice-president of MBS.

In the only new individual station brief filed, WHBF, Rock Island, Ill., complained against network exclusively provisions, time options and rate clauses. It held it could not get a network contract except upon network terms and asked for FCC relief.

Disc Firms Urge Separation Of Nets and Transcriptions

WBS, Associated and Hollywood Group Oppose Present Control Over Affiliated Stations

CITING the report of the Network-Monopoly Committee to substantiate their position, transcription firms have filed briefs with the FCC urging a divorce of networks from transcription activities to foster a fuller flowering of transcribed program service. The FCC has received briefs, in connection with the scheduled Dec. 2-3 oral arguments on the Network-Monopoly Report, from three large organizations in the transcription field—World Broadcasting System, Associated Music Publishers, and the Assn. of Radio Transcription Producers of Hollywood [BROADCASTING, Oct. 15].

Easing of Control

Hewing to the line on behalf of independent transcription operations, the three groups declared for greater latitude in their field, both through relaxation of Rule 3.93 as it requires identification of transcribed programs, and definitive FCC action to arrest the alleged control of networks over transcription activities. Apart from a complete divorce of networks from transcription and recording operations, the briefs also recommended a loosening of network control over affiliated stations to allow the stations a free hand in scheduling and using transcribed features as they individually saw fit.

The American Federation of Musicians, through its Washington counsel, Samuel T. Ansell, on Nov. 13 also filed a petition urging the FCC to retain the present transcription rule requiring the identification of records and transcriptions as such. Reiterating its previous argument, AFM held that elimination of the announcement requirement would result in unfair competition with union musicians and probably would cause additional unemployment in their ranks.

Regarding Rule 3.93, the briefs urged abolition of the transcription identification regulation, or at least its modification to require only identification at the end of a transcribed program rather than at both beginning and end. The briefs also emphasized the need for FCC regulations, establishing a minimum standard of quality to apply to all mechanically reproduced broadcasts.

The AMP brief pointed out that while development of transcribed broadcasting tends to weaken or break the monopoly of the networks, the networks unless restrained by the FCC may suppress independent transcription companies by destructive price competi-

(Continued on page 86)

Time-Buyers Take a Flier at Beale Street

TRANSPORTED to and from Memphis by chartered plane, two-score representatives of national radio advertisers and advertising agencies attended the dedication of the new $125,000 studios of WREC, Memphis, Nov. 1-2. Entertained by Hoyt B. Wooten, owner and general manager of WREC, and his three brothers, all WREC department-heads, the guests participated in dedication ceremonies Nov. 1, and inspected the station's new transmitter the following day.

The new studios, in the Peabody Hotel, were designed by Hoyt and his brother, S. D. Wooten, Jr., chief engineer. The transcribed dedicatory program featured figures in the South's public life, as well as CBS President William S. Paley and World Broadcasting System President Percy L. Deutsch. Highlighting the event was a broadcast devoted to dramatization of WREC's progress since founded in 1922.

On the steps of WREC's transmitter house are, first row (l to r) Charles Robertson, Ralph H. Jones Agency, Cincinnati; Lou Nelson, Wade Adv. Agency, Chicago; F. C. Sowell, manager, WLAC, Nashville; Evelyn Stark, Hays-MacFarland, Chicago; Hoyt Wooten; Helen Thomas, Spot Broadcasting, New York; Frank Silvernail, Pedlar & Ryan, New York; Ralph Robertson, Colgate-Palmolive-Peet, New York; Robert Tannehill, McCann-Erickson, New York; William Maillefert, Comptom Adv., New York.

Second row, George Brett, Katz Agency, Chicago; Clair Heyer, Armour & Co., Chicago; Charles Darwent, Armour & Co., Chicago; Buck Lewis, RCA, Camden; C. C. Slaybaugh, BBDO, New York; Steve Fuld, CBS, New York; Fletcher Turner, J. M. Mathes, Inc., New York; Harry Stone, manager WSM, Nashville; N. F. McEvoy, Newell-Emmett, New York; Paul Catharine, Stanco, New York.

Third row, S. R. Rintoul, Katz, New York; Fred Bell, Katz, Atlanta; Harold Wheelahan, WSMB, New Orleans; Nate Pumpian, Henri, Hurst & McDonald, Chicago; Gordon Gray, Katz, Kansas City; Harry Torpe, Sherman K. Ellis Inc., New York; Jerry Gunst, Katz, Chicago; C. R. Jacobs, CBS, New York; Jim Payne, D'Arcy Adv. Co., St. Louis; Bob Boulware, Procter & Gamble, Cincinnati; Wilson Raney, WREC.

Last row, George Trimble, Marschalk & Pratt, New York; Ralph Bateman, Katz, Detroit; W. S. Walker, Platt-Forbes, New York; Herb Hulsebus, Stack-Goble, Chicago; Frank Brimm, Katz, Dallas; W. H. Summerville, manager WWL, New Orleans; Lowell Jackson, Katz, Chicago; M. O. O'Mara, Katz, New York; Lloyd Nelson, Blackett-Sample-Hummert, Chicago; Gene Fromherz, B-H-S, Chicago; Hollis Wooten, WREC; John Kucera, Young & Rubicam, New York.

Others present but not in photograph included John Schultz, Erwin, Wasey & Co., New York; John McCormack, manager, KWKH-KJBS, Shreveport; Ed. Zimmerman, general manager, KARK, Little Rock; S. C. Vinsonhaler, manager, KLRA, Little Rock; Paul D. P. Spearman, Washington attorney, and George B. Porter, FCC special counsel handling the network-monopoly report.

Call-Letter Plan Is Proposed for FM

Frequency Is Identified; Permits Granted for 15 FM Outlets

AN INGENIOUS call-letter combination for FM stations, by which their identity can easily be established by public and industry alike, has been proposed to the FCC by its engineering department. Deviating from the present method of four-letter combinations, FM stations would be identified with two-letter prefixes, a dash, and two numerals. A typical call would be WA-14. The plan awaits formal FCC approval.

In devising the new system, the department feels it has given actual meaning and significance to the call combinations. All W prefixed stations would be located east of the Mississippi and all K stations west. The second letter would be allotted arbitrarily and alphabetically. Then the numerals denote the frequency on which the particular station is assigned. The new combinations accord with international requirements and would be available in sufficient volume to accommodate thousands of stations.

The call letter proposal came a fortnight after the FCC had granted the first formal applications for commercial FM. It allotted permits to 15 FM applicants and held that more than 27 million people are embraced in the 110,000 square miles of potential service area of these stations. Some two-score pending applications for FM stations will be considered promptly, it was stated, in the hope of having a good national representation for FM service by Jan. 1, when the service becomes fully commercial.

Networks' FM Policy

Meanwhile, FM licensees and aspirants were awaiting crystallization of policy of the major networks regarding use of regular programs for rebroadcast on FM outlets. The trend appears to be against the authorization.

CBS, first to disclose its position, has advised its stations that no network programs will be available for rebroadcast on FM stations. Paul Kesten, CBS vice-president, declared this ruling is subject to change. He pointed out, however, that "the many unknown factors in the FM outlook" made this temporary decision essential. Rebroadcast of network programs by FM stations also raises the "obvious question of whether, if an FM station carried one CBS network commercial program, it wouldn't have to carry them all in order to treat all advertisers alike," Mr. Kesten said. In advising stations of the ruling, CBS said that as of Dec. 18 its programs would not be available for FM rebroadcast.

William S. Hedges, NBC vice-president, said that no definite policy yet has been formulated. The network currently feeds its programs to W1XOJ, Yankee Network station at Paxton; W2XOY, G-E station at Schenectady, and W8XVB, Stromberg-Carlson station at Rochester.

MBS is continuing to feed its programs to member stations with FM facilities, but has notified them that the service is subject to change on 30 days' notice.

Encouraging 'Independents'

In granting the applications, the FCC itself specified the coverage areas in virtually all instances, substituting its conclusions for those of the applicants. New applications, according to Chairman James Lawrence Fly, will be handled as expeditiously as possible.

(*Continued on page 77*)

WWVA to Shift To Blue Network

WBZ, Boston, Slated to Join Red; WEMP to the Blue

COINCIDENT with the scheduled shift of KDKA, Pittsburgh, from NBC-Blue to the Red next year, WWVA, Wheeling, W. Va., will become affiliated with NBC as a basic Blue outlet, it was announced Nov. 14 by NBC and George B. Storer, president of West Virginia Broadcasting Corp. and of the Fort Industry stations.

Now a CBS outlet, WWVA is slated for Class 1-B operation, with 50,000 watts on 1170 kc., under the Havana Treaty allocation. The switchover will become effective May 1 or at the time change in September next year, upon expiration of WWVA's present CBS contract, it was stated. With its new power and assignment, according to the announcement, WWVA will provide Blue network service to much of the area outside of Pittsburgh which hitherto had been served by KDKA. The present Red outlet in Pittsburgh is WCAE, which presumably will shift to the Blue or MBS, or both, coincident with the KDKA transfer to the Red.

Wisconsin Net to Blue

Also slated for a shift from the Blue to the Red network, presumably sometime in 1941, is WBZ, Boston. Like KDKA, it is a Westinghouse owned and operated station. KYW, Philadelphia, also a Westinghouse outlet, already is on the Red network.

Announcement was made in Milwaukee Nov. 15 that WEMP, local outlet, on Jan. 1 will join the NBC-Blue and will feed Blue sustaining programs to the recently formed Wisconsin Network. Stations listed on this group are WRJN, Racine; WHBL, Sheboygan; WHBY, Appleton; KFIZ, Fond du Lac; WTAG, Green Bay. The base rate for WEMP will be $120 an hour.

WAML, Laurel, Miss., and WFOR, Hattiesburg, Miss., on Nov. 15 joined the NBC Red South-Central group, as bonus stations through WJDX, Jackson, Miss.

New B & W Series

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh), will start in late December a new network series titled *Discoveries of 1941*. Program likely will be placed on NBC-Blue. Talent includes Bobby Byrne's orchestra and a "Name the Song" contest with prizes. Agency is BBDO, New York.

Woolworth Tries Radio

F. W. WOOLWORTH & Co., New York, during the Dec. 2-7 week will test radio for its Christmas catalog, using 5-minute news periods Monday through Saturday on WABC, New York. Lynn Baker Co., New York, is agency.

WWL, New Orleans, through its special events department has arranged school-kid tours through its studios, with trained personnel acting as guides and explaining station functions by using a special easel presentation of the story behind a radio program.

Modern Structure In San Francisco Is Begun by NBC

Latest Features Are Included In Design of New Building

NBC has started construction of its new $1,150,000 building at the corner of Taylor and O'Farrell Streets, San Francisco, which will be the home of KPO and KGO, key Red and Blue network outlets.

Al Nelson, general manager of KPO-KGO and assistant vice-president of NBC, was given the "go ahead" signal Nov. 8 by NBC President Niles Trammell. On that date the NBC board of directors, meeting in New York, voted favorably on the new structure on recommendation of Mr. Trammell.

Waiting for the last six months for final approval from the NBC board, Mr. Nelson had the stage all set, location picked and approved plans and specifications drawn and okayed and general contractors engaged. On Nov. 14 public ground - breaking ceremonies were held at the site. The building is scheduled to be completed in 10 months.

In Downtown Area

The new building will be located in the heart of the downtown business, hotel, club and theatre district. Except for a public garage in the basement and first floor, it will be devoted exclusively to broadcasting.

The structure will be four stories high, of reinforced concrete, modern but not faddish. It will contain 52,800 square feet of floor space. The present quarters at 111 Sutter St., NBC's home for the last 13 years, will be abandoned.

The new radio headquarters will have no windows. Glass block sections will serve for both exterior trim and daylight illumination. Architecture will be of the modified streamline type.

The main entrance will be on Taylor St., near the Clift Hotel. An imposing lobby will welcome the visitors. Seven display windows will tell the story of radio and its programs. Elevators and a wide staircase will lead to upper floors. Except for the lobby, the street level floor and basement will be occupied by "The Radio Garage", with space for 130 cars. Garage entrance and exit will be on two streets.

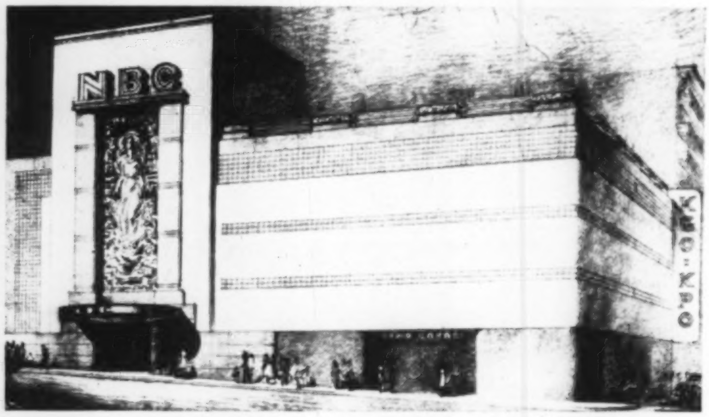
The second and third floors will be devoted principally to studios, program and production departments, library, traffic and related activities, while the administrative offices will be located on the fourth floor.

The plans call for ten broadcasting studios, "A" studio, the largest, being 41 x 71 feet with capacity for 300 to 500 visitors. It will open directly off the second floor lobby and will be two stories high. Studios B and C each will be 25 x 43 feet with capacity for 150 to 200 guests. These likewise will be two stories high. A new pipe organ will be installed in loft space opening off B studio.

Looking beyond the immediate requirements, careful thought has been given to the possible needs of television and frequency modulation in the future.

Alfred F. Roller is the architect for the new building and Barrett and Hilp, San Francisco, the general contractors. Owing to the many technical phases involved in the construction of a modern broadcasting plant, NBC engineering specifications will prevail in the difficult acoustical and electrical treatment. Experts from New York will be on the job to cooperate with Architect Roller and the contractors in designing and supervising details.

Projected New Home of NBC, San Francisco



MAGNIFICENCE and lots of it marks this drawing of the exterior of the new NBC headquarters in San Francisco. The allegorical figure above the entrance represents "Entertainment". Without windows, the building will receive daylight from glass bricks.

Bauerlein-Shaheen Inc. Is Organized in Chicago

BAUERLEIN-SHAHEEN, Inc., with offices at 10 S. LaSalle St., Chicago, has been organized by G. W. Bauerlein, head of the New Orleans agency bearing his name, and John W. Shaheen, publicist and radio writer. Mr. Bauerlein, as president, will divide his time between New Orleans and Chicago. As vice-president Mr. Shaheen will be in charge of the Chicago office. Among account executives is Donald B. Skinner, recently with the late Walter W. Hoops. Prior to that he had been with General Motors in Japan, Nash and J. Walter Thompson Co. Public relations director is Willis R. Harrod, former feature editor of the St. Louis Star-Times.

COCA COLA PLACES TWO NET PROGRAMS

COCA COLA Co., Atlanta, extensive user of spot radio for its soft drink, will sponsor two network variety programs this winter as well as it current campaign of quarter-hour *Singin' Sam* transcriptions on 198 stations throughout the country. Already set is the program, starting Dec. 1 and starring Andre Kostelanetz and his orchestra with Albert Spalding, violinist, on over 80 CBS stations, Sundays, 4:30-5 p. m. Also planned is a chorus and featured guest singers.

The second program will start shortly after Jan. 1 on NBC-Red and will be a college type show built around Frankie Masters' orchestra. Time and stations are not yet set. Agency handling the account is D'Arcy Adv. Co., New York, under direction of Felix W. Coste.

BATES ORGANIZES NEW YORK AGENCY

NEW AGENCY to be opened Dec. 2 by Theodore L. Bates, currently a vice-president of Benton & Bowles, New York, to handle the advertising of Continental Baking Co., and certain products of the Colgate-Palmolive-Peet Co., will be titled Ted Bates Inc., with offices at 630 Fifth Ave.

Director of radio for the new agency will be Charles Christoph, formerly in the radio departments of Blackett-Sample-Hummert and Ruthrauff & Ryan, New York. All other members of Ted Bates Inc. are currently with Benton & Bowles until the opening of the new agency, where they will have the following positions: Tom Carnese, vice-president in charge of operations, assisted by Richard Gay; Tom Buechner, vice-president and account executive; Walker Everett, account executive; Ed Small in charge of media; Alicia Tobin and Rosser Reeves, copy writers; Len Bastrup and Vincent Smythe, are directors.

It is understood that Almon Taranto, timebuyer of Wm. Esty & Co., New York, has been offered the position of time buyer for Ted Bates, but Mr. Taranto will not announce his decision until he returns Nov. 25 from his honeymoon.

Library Radio Survey

PHILIP H. COHEN and Charles T. Harrell, both holding Rockefeller Foundation fellowships in radio research, have been assigned to the Library of Congress to survey the library's resources of material that might be of service to educational broadcasting groups and stations. The two Rockefeller fellows will be available for assistance in planning programs, supplying background material and suggesting bibliographic and other supplementary material, according to plans announced by Archibald MacLeish, Librarian of Congress. Cohen formerly was production director of the Office of Education radio division and associate director of the New York U Radio Workshop, and Harrell, now on leave, was program director of WLB, U of Minnesota station.

Seek Record Test In Supreme Court

RCA, NAPA File Petition For Highest Court Ruling

REQUESTING a definitive ruling on the right of broadcasters to use phonograph records, RCA Mfg. Co. and National Assn. of Performing Artists on Nov. 13 filed petitions with the U. S. Supreme Court for a writ of certiorari in the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp. and Elin Inc. The petitions, carrying on the appeal from an unfavorable decision entered Aug. 14 by the U. S. Circuit Court of Appeals in the Second Circuit [BROADCASTING, Aug. 1], likely will see no action by the Supreme Court for at least a month, since answering briefs are to be received.

Involving the right of broadcasters to air phonograph records without permission and against the prohibition of the record manufacturers and the performing artist, the Circuit Court decision held that a broadcaster may use records on the air when and as he pleased, "in entire disregard of any attempt" by either the manufacturing company or the artist to restrict or prohibit such use. This decision reverses an opinion of the Federal District Court which had found both manufacturing company and artist to possess restrictive rights and which was appealed by RCA, by NAPA for Whiteman and by NAB for WNEW, New York station operated by WBO Broadcasting Corp.

A Test Case

While the case deals specifically only with WNEW's broadcasts of certain phonograph records featuring Whiteman's orchestra and recorded by RCA, and while technically only New York and not Federal law is involved, appellants urged the Supreme Court to hear the case because of its importance as a test case in a situation involving every broadcaster, record manufacturer and performing artist in the country.

During the hearings in the lower court, RCA testified to the disastrous effects of radio on the phonograph record industry, citing sales figures to show that in the early 1930's record sales were only a fraction of what they had been 10 years before when there was no broadcasting. Recently RCA announced that "record sales during October (1940) set a new 17-year high", with total sales of all classifications topping every similar period since 1924.

WMOG Sale Approved

THE FCC on Nov. 14 authorized Alma King, local theater manager, to transfer 75 shares or 75% of the common stock of Coastal Broadcasting Co., licensee of WMOG, Brunswick, Ga., to Arthur Lucas and William K. Jenkins, Georgia chain theatre operators who also control WRDW, Augusta. The purchase price was $7,500. Miss King retains 25% interest in the station, which operates with 100 watts night and 250 day on 1500 kc.

C. A. BRIGGS Co., Cambridge, Mass. (H-B Cough Drops), has started a 17-week thrice-weekly one-minute live announcement campaign. Horton-Noyes Co., Providence, is agency.

Uncle Sam—Biggest User of Radio Time

Much of Material Is Kept Free From Objectionable Propaganda

By J. FRANK BEATTY

THE United States Government is the biggest user of radio time on the nation's privately-owned broadcasting system.

From sunup to midnight the American listener is peppered with frequent spot announcements carried free and freely by some 800 stations. He hears professionally-acted network programs. He hears locally acted programs built from scripts furnished by numerous Federal agencies. He tunes in transcriptions of programs produced by Government departments. Some of it is good; some not so good.

Thus the American listener is exceedingly well informed about the operations of his Government. And European countries, with their dictator-controlled radio systems, have an able rival in the art of contacting the citizenry by air.

They're Different

The main difference—and it is a vital one—lies in the type of material fed to listeners.

Uncle Sam's radio contacts with his citizens are surprisingly propaganda-free. European nations, on the other hand, use the air medium as a means of feeding highly colored and sharply censored information designed to mold their subjects into patterns conceived by all-powerful rulers.

A survey of Federal departments, commissions, bureaus and other agencies reveals them to be highly conscious of radio's selling power. It shows them to be liberal users of the medium. It discloses them to be surprisingly diligent in endeavoring to exclude New Deal bias and to avoid antagonizing anti-Administration forces in Congress.

From the broadcasting industry's standpoint, the radio activities of Federal agencies are mushrooming so fast that they are becoming a burden to stations, always eager to serve their Government. This has been especially true since the defense program got under way.

Throughout the Government are grateful officials who have found the industry willing and anxious to cooperate in making its facilities available for the common welfare. These officials are building up an impressive array of "success stories"—stories of amazing selling performances in swaying the listening public.

Tape That Is Red

Though Uncle Sam is a liberal user of radio time, he is a hopelessly inefficient timebuyer. From all over the Government come requests for stations to run announcements, or suggestions that transcriptions are available. Uncle Sam's right hand seldom knows what his left hand is doing in a radio way.

The confusion is a source of grief to many station operators. Where one Federal agency places its time through State branch offices which in turn contact stations direct or through local branches, another agency handles all placements from Washington. To add to the confusion, still other agencies make their contacts through cooperating sponsors.

This array of red tape and inefficiency has led to frequent suggestions that some central office in Washington act as clearing house for placement of time.

Latest to emphasize this need is Chairman James Lawrence Fly of the FCC. Chairman Fly told National Independent Broadcasters, meeting in New York Oct. 21-22 [BROADCASTING, Nov. 1], that a central agency is badly needed. Mr. Fly explained that broadcasters are under no compulsion to take any Federal program and recognized the plight of stations in handling the multiplicity of requests.

Nearest approach to a coordinating agency is the Office of Government Reports, where a special assistant to the director acts as a radio liaison and advisor for some Federal agencies. This is scarcely a drop in the bucket. Numerous stabs at extension of such coordination have been made, but so far they have not passed the discussion stage and in governmental affairs the discussion stage is many miles away from definite action.

And Now Defense

Skilled user of radio time is President Roosevelt, heard in his "fireside chats" and in addresses at special events. Congress itself is on the air only at special times such as the beginning and ending of a session. Senators and Representatives, along with high Federal officials, are heard frequently in talks and forums.

Though stations have recognized for many years the need of central time placement in Washington, the problem has become downright serious since the defense program got under way a few months ago.

Barrages of time requests and offers of material have been coming from Selective Service Headquarters, Army, Navy, Civil Service Commission and Department of Justice. These offices have staged some of the biggest promotion campaigns in the nation's history. They have solicited — and obtained — countless thousands of volunteers and skilled workers, besides putting over the draft registration and alien registration campaigns.

The Civil Service Commission series is an example of efficient use of spot radio. Working through the NAB, with Arthur Stringer as advisor, the Commission has secured over 100,000 specialized and skilled workers for the defense program. In the four weeks ended Oct. 15, broadcasters procured 23,000 workers for the Commission, which is charged with the duty of providing the men needed for defense jobs.

A Wild Chase

By placing announcements on selected stations, waste of facilities is kept to a minimum. When strapping young men were needed for Border Patrol duties, announcements were placed on stations west and south of North Dakota, and 13,000 responded in a week. When cable splicers were needed in Panama, announcements were placed on selected stations and cable splicers popped up everywhere, far more than wanted.

No central source in Washington would supply a list of Federal agencies that use radio. Compilation of such information required contacting of each department and bureau and independent commission. Sometimes one bureau will not know that another bureau in the same department is also using radio publicity.

BRUCKS BEER
WKRC
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TO STIMULATE interest in its broadcast of election returns under sponsorship of Bruckman Brewing Co., WKRC, Cincinnati, enlisted 10 of Cincinnati's star athletes, U of Cincinnati and Xavier U footballers, to carry through the streets portable radios tuned to WKRC. The costumed and sandwich-signed gridders here gather in front of the Cincinnati Times-Star Bldg. before starting on their downtown rounds.

Some Federal agencies have officials bearing radio titles. In other cases, radio contacts will be handled by the information or press division. In still others the job is wished on whoever happens to suit an official's whim.

The division of authority is so diverse and so scattered that coordination of official radio activity appears impossible at the moment. Reluctance of bureaus to give up functions and lack of centralized power are handicapping factors.

The following survey shows in fairly complete but thumbnail manner how Government agencies use radio. Checking of all facts was attempted, but errors may have crept in because different officials occasionally gave different versions of the same situation. Here is the roundup:

Nat. Selective Service Hdqrs.

By far the most intensive radio campaign ever conducted by any single agency is that emanating from the office charged with administering the Selective Service Act of 1940. With cooperation of the NAB and network representatives, a radio drive flooded the country with conscription messages. As a result, Capt. Ernest M. Culligan, public relations officer at the headquarters, officially commended the broadcasting industry for its part in the program. The campaign reached peaks on R-Day Oct. 16, and lottery day Oct. 29.

Spending only a pittance, the Selective Service branch placed innumerable speeches on networks; sent recordings of these speeches to all stations; mailed weekly 15-minute interview scripts to its 53 State and territorial branch publicity offices for distribution to stations; mailed one-minute announcements about registration, which were heard countless thousands of times on the air from all stations and networks; promoted local programs and tieins with network programs; provided material for network and station commentators; sent 10 announcements daily to the American Radio Relay League's network, which also acted as a communications medium for messages; provided material for inclusion in network commercial and sustaining programs; provided all stations with information files; equipped studios for recording and originating programs.

Navy Department

Wide publicity given Navy Day, Oct. 27. Stations are contacted through local recruiting offices in connection with sustaining programs. Many commentators cooperate with Navy recruiting drive, but an extensive campaign is not conducted because the Navy now has a waiting list of recruits. Comdr. H. P. Thurber, in charge of publicity, directs Navy use of radio. The Marine Corps cooper-

(*Continued on page 74*)

EXTENSIVE news-gathering facilities of major networks, built up after long preparation, clicked with precision the night of Nov. 5 as election returns came in, were collated and quickly fed to a waiting world. The bulk of the CBS returns were announced by Bob Trout (left photo), with Paul White, CBS special events director, looking over his shoulder. Nerve center of NBC was this desk (center photo) in Studio 8-H where Abe Schecter (seated, right center), news and special events chief, directed coverage. Mutual commentators, working from WGN studios in Chicago were (l to r, right photo) Fulton Lewis jr., Arthur Sears Henning and Quin Ryan.

MULTIPLE HOOKUPS BEST IN ELECTION

LARGER percentage of radio set owners listened to political addresses by President Roosevelt, who generally spoke over two or more networks, during the six days from Oct. 28-Nov. 2, than listened to Candidate Wendell Willkie, who used the facilities of only one network for the most part, according to figures released by the Cooperative Analysis of Broadcasting.

On Oct. 28, 36.4% heard Roosevelt speaking on NBC-Red and Blue, and 16.5% listened to Willkie on CBS. When Willkie spoke on NBC-Red Oct. 29, 20.7% of set owners heard his talk, while 38.7% tuned in to Roosevelt's speech on NBC-Red, CBS and Mutual Oct. 30.

On Oct. 31, 19% tuned to Willkie on CBS and Nov. 1, 37.3% heard Roosevelt on Mutual and NBC-Red. The final Saturday before the election, Nov. 2, Roosevelt was heard by 37% of the listeners when he spoke at 9 p. m. on CBS and NBC-Red, while at 10:15 p. m. Willkie drew 30.6% of radio's set owners when he broadcast on all three networks.

Annual Express Spots

RAILWAY EXPRESS AGENCY, New York, from mid-October through December is running its annual Christmas campaign of one-minute transcribed announcements, produced by Grombach Productions, New York, on stations in over 50 cities throughout the country. Spots promote Railway's service for the Christmas rush of sending gifts by mail. Agency in charge is Caples Co., New York.

More Film Spots

20TH CENTURY-FOX FILMS on Nov. 11 started a campaign of daily 50-word spot announcements for its new picture "Kay Kyser—You'll Find Out" on about ten stations in the New York Metropolitan area. Agency is Kayton-Spiero Co., New York.

Bible Series Expanded

DETROIT BIBLE CLASS, Detroit, which sponsored its half-hour Sunday morning program last year on CKLW, Detroit, has added WFIL, Philadelphia, and WHK, Cleveland, to the broadcasts this season, which started Nov. 10.

Televising of Ballot Returns Features Radio Coverage of Presidential Vote

ALTHOUGH from every standpoint radio's coverage of the 1940 election exceeded that of all previous similar occasions, this particular Election Day will probably go down in radio history as the first on which the returns were televised.

In New York video set-owners watched the figures from the various states as they poured from the press association tickers in the studios of W2XBS, NBC's television transmitter and of W2XWV, video station of the Du Mont Laboratories. Operating with only 50 watts power, pending completion of its 1,000-watt transmitter, the Du Mont station focussed its camera on the translucent screen of a ticker tape projector, enabling televiewers to follow the message as the tape flowed across the screen. The Du Mont transmission was visual only, as its sound transmitter is not yet completed.

NBC's Visual Pickup

NBC's telecast, combining sight and sound, also featured visual news, with a camera picking up an Associated Press printer as it typed its bulletins. Ray Forrest, NBC television announcer, also read special bulletins during the evening and interviewed a number of the network's commentators, who left their regular posts long enough to report on trends to the lookers-in. A special television guest was Leo Rosenberg, Lord & Thomas vice-president, who 20 years before had announced the Harding-Cox returns on KDKA, Pittsburgh, in what is described as the first scheduled election broadcast.

Network coverage of the returns followed the lines previously announced [BROADCASTING, Nov. 1], with all networks remaining on the air until the re-election of President Roosevelt was an established fact. MBS was the last of the networks to sign off, at 4:30 a.m. (EST). NBC broke with tradition by moving its news room to its largest studio in Radio City and working with a studio audience of some 3,000 guests, who watched the news staff at work or wandered into other studios where they could sit and listen or view the NBC telecast on a battery of television receivers.

MBS made two innovations in its coverage of the election—a series of five-minute pickups from 14 key cities and an early morning round of phone calls made by Fulton Lewis Jr. to a dozen prominent political figures whose comments were relayed to the MBS audience by Mr. Lewis, his own remarks and questions being broadcast as he made each call. Mutual also followed the election by a European round-up on Nov. 6, when John Steele, John Dickson and Seville R. Davis told American listeners of the reaction to the election in London, Berlin and Rome, respectively.

CBS, which had Dr. Elmo Roper, director of the *Fortune* public opinion surveys in its studio election night to compare actual returns with the predictions of the various surveys, followed up this idea on Nov. 9, when Dr. George Gallup of Gallup Poll fame, Edward R. Bernays, public relations counsel; Claude Robinson, president of Opinion Research Corp., and Dr. Gregory Zilboorg, psychiatrist, discussed on *The People's Platform* the psychological and economic reasons for the results of the election.

Over the Nation

Individual stations all over the country also had one of their busiest days in history on Election Day, not only with national election news but with local returns as well. In many cases cooperative tieups were made between stations and local newspapers, pooling individual resources for speedier gathering and handling of election reports. Some stations also made arrangements with local theatres to flash late returns on the theatre screen, marquee or stage, according to incomplete reports reaching BROADCASTING.

In the San Francisco Bay area metropolitan newspapers bent over backwards to cooperate with radio in covering the election. Following the lead taken a year ago by KPO-KGO General Manager Al Nelson, when he arranged a spectacular election party with the *San Francisco Chronicle*, three other San Francisco stations made similar deals with the press. KSFO, the CBS outlet, tied up with the *Call-Bulletin*, Hearst evening paper. The *Examiner*, Hearst morning paper, worked with KYA, the Hearst station, and KFRC, Don Lee-MBS outlet. In Oakland KROW and the *Oakland Post-Enquirer* teamed up for election service.

In St. Louis KSD's participation with the *Post-Dispatch* featured facsimile broadcasts on W9XZY from 6 p. m. Nov. 5 to 2 a. m. Received at the home of Charles H. Sommer and on receivers in three hotels and several store windows, the transmission is claimed the first complete facsimile broadcast of election returns. KMOX, working closely with the *Globe-Democrat*, was on the air from 6:30 p. m. to 4 a. m. with election figures. KXOK had a similar tieup with the *Times-Star*, the station's parent newspaper. KWK, in addition to a comprehensive schedule of election returns, carried an intensive series of spot announcements before and on election day urging local citizens to vote.

In the Capital

In the nation's capital WJSV, CBS outlet, and WMAL, NBC-Blue station, had cooperative tieups with the *Washington Post* and the *Washington Star*, respectively. WRC, NBC-Red key, and WOL, MBS key, operated with independent local coverage, participating heavily in network activities.

In Pittsburgh, KDKA celebrated the 20th anniversary of its first election broadcast by carrying a comprehensive election return schedule in cooperation with the *Pittsburgh Post-Gazette*, which as the *Pittsburgh Post* in 1920 worked with the station in gathering Harding-Cox returns. WCPO, Cincinnati, and the *Cincinnati Post*, affiliated Scripps-Howard paper, worked together in gathering Ohio returns. In Salt Lake City KLZ presented elaborate election coverage gained through a specially organized correspondent system previously set up all over Utah.

Other stations reporting special Election Day activity to BROADCASTING were KDAL, Duluth, Minn.; WRBL, Columbus, Ga.; WTIC, Hartford, Conn.; WFMJ, Youngstown, O.

M-G-M Film Spots

METRO - GOLDWYN - MAYER, New York, throughout November and December is placing one-minute spot announcements promoting the motion picture "Escape" on about 55 stations in cities where the film is scheduled to run. Spots are heard four to five days previous to the opening of the picture. Agency is Donahue & Coe, New York.

XUM

"NO MISTAKIE! BIG LUNCH 20 CENT —LITTLE LUNCH 50!"

• Without much inquiry into foreign economic precepts or political motives, it looks to us as if "One Long Pan" is hardly on the right track! But, begging your pardon, there are some screwy things about buying radio in Iowa, too!

Take the matter of costs and coverage, for instance. Out here there is *one* station which is "listened to most" by 55.4% of Iowa radio families during daytime hours (as reported in the largest radio survey ever undertaken in Iowa). On the other hand, all ten *other* Iowa commercial stations, *combined*, only rated 20.2%. Yet the *one* station—WHO—costs a mere fraction of the dough required for the other ten, of course. . . .

Frankly, dear reader, WHO costs so little more than any combination of two or more stations in the State that it's possible to get WHO into almost any Iowa radio budget. Take it up with us and see what we can do. . . . Or just ask Free & Peters.

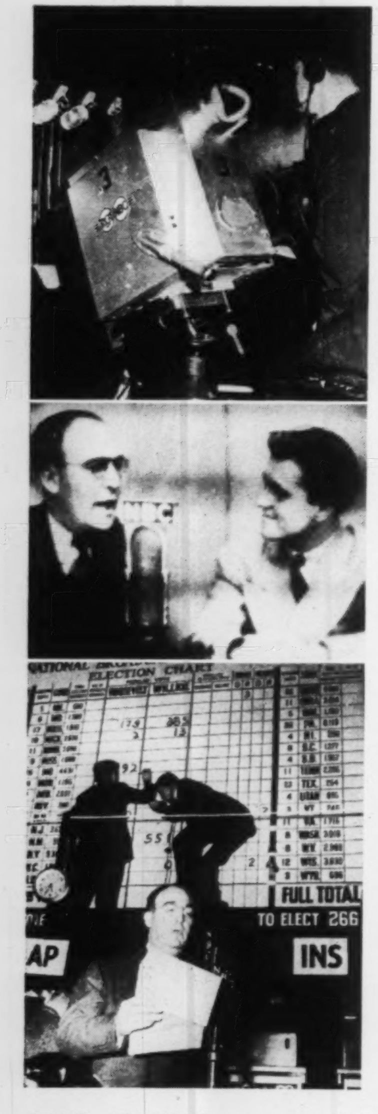
WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives



DAYS OF YORE were recalled election night when Leo Rosenberg (bottom photo) read bulletins to an international audience. Just 20 years ago he had announced the Harding-Cox returns on KDKA, Pittsburgh, to a handful of listeners. In center he appears on a television receiver with Ray Forrest, NBC television announcer. Photo was taken off the video screen. At top Richard Pickard, of NBC's television staff, focussed the camera on an AP printer, televising the moving tape for viewers.

Plough Spots

PLOUGH Inc., Memphis, is featuring "world's largest" facts in its 33-station campaign for its St. Joseph Aspirin, described as world's largest seller at 10 cents. A companion series of "famous firsts" also is featured. The series, started Sept. 30, will last for six months, according to Lake-Spiro-Shurman, Memphis, the agency. Stations are:
KGNC KFYR WFAA WBAP
WJAX KMBC WROL WHAS
WMC WREC WIOD WSM WPTF
KWK WOAI WFLA WSUN
KRGV WGST WAPI WBT KTRH
WFBM KLRA KFYO WMAZ
KTSA WTOC KTUL WWL KOMA
KSL KFH.

Election Time During Closing Weeks Brings Net Billings to Record Level

AIDED by the flood of political business during the final weeks of the Presidential campaign, network gross time sales in October reached a new all-time high. Combined billings of CBS, MBS and NBC for the month totaled $9,840,450, an increase of 22.8% over the total for October 1939 of $8,014,128.

Combined time sales of NBC's networks topped the $5,000,000 mark for the first time and CBS last month became the first single network to pass $4,000,000 in one month.

Chief effect of political business occurred on NBC-Blue and MBS, the figures reveal, as their percentage increases over the same month are enormous, whereas NBC-Red and CBS show smaller percentage increases for October than for any recent month.

Explanation, of course, is that the Red and CBS have sold most of their evening hours to commercial sponsors and to a large extent the time taken for political speeches meant billing a political party instead of an advertiser, but no increase in the amount of time sold. Mutual and the Blue, having more open time, received the campaign business almost entirely as surplus revenue.

Cumulative totals for the year to date show that in 10 months of 1940 the combined network time sales lack less than $5,000,000 of equaling 1939's 12-month total. For 1940, January through October, the combined time sales are $78,140,928, a gain of 16.7% in comparison to the $66,951,008 gross for the same period of 1939. Individually, Mutual has already passed its 1939 total and for the comparative 10-month periods shows $3,562,509 for 1940 as against $2,685,038 for 1939, a rise of 32.7%. Highest total for 1940 so far is that of CBS, with $33,524,370, up 21.7% from last year's $27,536,348 for the same 10 months.

NBC-Red so far this year totals $32,515,286, passing the 1939 figure of $29,797,983 by 9.1%. NBC-Blue cumulative figures are $8,538,763 for 1940 and $6,931,639 for 1939, a gain of 23.2%. Combined NBC cumulative time sales are $41,054,049 this year against $36,729,622 last, an increase of 11.8%. For the month of October, NBC's combined networks showed gross time sales of $5,045,694 this year as against $4,219,253 last, up 19.6%.

Gross Monthly Time Sales

	1940	*% Gain over 1939*	1939
	NBC-Red		
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
March	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,688
Oct.	3,842,195	11.5	3,446,134
	NBC-Blue		
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
March	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
Oct.	1,203,499	55.7	773,119
	CBS		
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
March	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,109,863	21.3	2,563,132
Oct.	4,010,080	19.1	3,366,654
	MBS		
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
March	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589
Oct.	784,676	83.0	428,221

G-E Dealer Discs

GENERAL ELECTRIC Co., New York, is offering a series of 50 one-minute spot announcements free to stations throughout the country which already have local contracts with any G-E retailers or distributors. The spots, featuring the announcing-singing team of Alan Kent and Ginger Johnson, tie in with G-E's Christmas holiday campaign for its home appliances and stress the theme "Sentimental Person with a Practical Side". An additional set of regular fast-speed records is available to distributors for ordinary phonographs. Agency is Maxon Inc., New York.

New Macaroni Account

RONZONI MACARONI Co., New York, on Oct. 30 started participations five times weekly on the *Uncle Don* program on WOR, New York, and probably will use more radio later this year, according to Alfred J. Simon, vice-president of The Piedmont Agency, recently appointed to handle the account.

GROSS OF CBS UP BUT NET DECLINES

THE FIRST nine months of 1940, counted as the 39 weeks ending Sept. 28, brought CBS a gross income of $36,430,612 and net profit of $3,331,786, equivalent to $1.94 per share on 1,716,277 shares of stock outstanding. While the gross was the highest in the network's history, the net was down from the same period last year due largely to increased operating, selling and administrative costs.

During the equivalent nine months of 1939, the CBS gross was $30,347,506, and the net was $3,432,955, equivalent to $2 per share. The operations of the recently acquired Columbia Recording Corp. are reflected in the statements for both periods, released to stockholders Nov. 7 by Frank K. White, treasurer. From the $36,430,612 gross, the statement deducts $10,659,946 in time discounts and agency commissions and lists $20,122,856 in operating, selling, general and administrative expenses, leaving a net income before interest, depreciation, Federal income and excess profits taxes and miscellaneous income of $5,647,809.

RCA 9-Month Income Well Above 1939 Level

GROSS income of RCA and its subsidiaries from all operations during the first nine months of 1940 amounted to $88,750,598 as compared with $74,368,668, during the same period of 1939, according to the quarterly statement just issued. Net income before interest, depreciation, amortization of patents and Federal income taxes was $10,624,968 compared with $8,130,324, and net profit for the nine months was $5,713,943 compared with $4,066,425.

With an allocation of $2,414,778 for preferred dividends, the earnings per share on 13,881,016 shares of common stock amounted to 23.8 cents, compared to 11.9 cents for the same period in 1939.

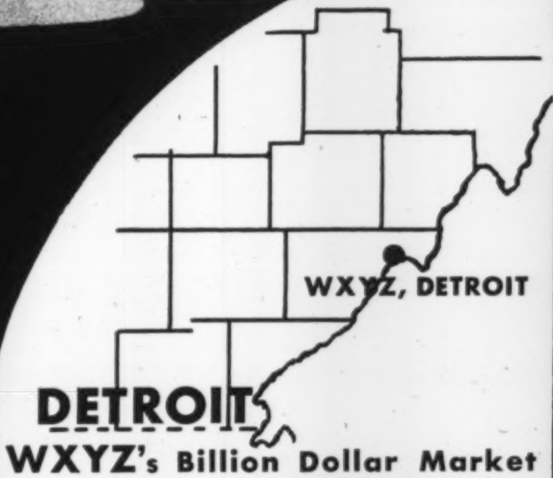
RCA does not break down its income statement by subsidiaries, but NBC reports network time sales of $36,008,355 for the first nine months of 1940, the Red accounting for $28,673,091 and the Blue for $7,335,264 [BROADCASTING, Oct. 15]. Thus the wholly-owned NBC networks, largest operation of RCA other than RCA Mfg. Co., represented more than 40% of RCA parent company's gross income.

BILL STERN, NBC sports announcer, is the author of an article in the Nov. 5 *Look* dealing with microphone behavior of celebrities.

AS RETURNS began to flow in, Yankee Network's Studio L was the scene of compilations by a battery of members of the news service staff. In the group at doorway in upper left are (l to r) Fred McLaughlin, special events; George Steffy, production; John Shepard 3d, and Gerald Harrison, WNAC sales.

DETROIT . . .
MACHINE SHOP OF THE WORLD

With payrolls **NOW** at highest peak in history—



WXYZ's Billion Dollar Market

Nerve center for the world's production of machined products.

Surveys among retailers prove WXYZ is the preferred station.

WXYZ's PRIMARY COVERAGE

WXYZ, DETROIT

"Cash In" on the winter buying spurt at the biggest radio dollar value in this rich market

WXYZ

KEY STATION MICHIGAN RADIO NETWORK
5000 WATTS *daytime* . . . 1000 WATTS *nighttime*
Basic Detroit Outlet NBC Blue Network

National Sales Representative—PAUL H. RAYMER CO.

Standard Form for Contests Is Studied by Code Committee

Seek to Meet Agency-Advertiser Complaints With New Wording; Other Problems Are Discussed

DEVELOPMENT of a standard form of announcement to cover radio contest offers, as a means of overcoming agency-advertiser objections to inclusion of contest copy in commercial time allotments under the NAB self-regulation code, will be undertaken by the NAB Code Compliance Committee, it was concluded Nov. 7 following a roundtable meeting in Chicago with advertising agency and station representatives.

Code Committee Chairman Edgar L. Bill, president of WMBD, Peoria, designated Ed Kirby, NAB public relations director, and Russell P. Place, NAB counsel, to study development of a standard announcement which would meet the Post Office Department requirements regarding contest and prize offers.

Not Direct Selling?

Some 30 agency men, flanked by a number of station spokesmen, held that contest offers did not fall within the scope of direct selling efforts, and therefore should not be included in the commercial time limitations. The view was advanced by agency spokesmen that it was impossible to describe adequately contest offers within the Code limitations, which became effective Oct. 1. NAB spokesmen argued, however, that if allowances were made, it would tend to encourage greater use of contest offers by advertisers to the detriment of the medium.

Suggestion by agency spokesmen that more time be allotted for children's programs, on the ground that commercials necessarily are spoken more slowly for the juvenile audience, also was taken under advisement by the Code Committee. Another meeting has been tentatively scheduled in New York in January, at which time agencies in that area will be invited to offer their views regarding the commercial provisions of the Code.

The question of free or bonus time solicitation efforts of major agencies also was discussed, but agreement was reached that the problem was one for the industry and not the advertising agencies. Agency spokesmen said their clients in effect have demanded that they attempt to procure free time because of similar treatment given their competitors by some 200 to 300 stations. Agency representatives frankly admitted that free time resulted in economic loss both to themselves and to the stations, but that unless radio itself roots out this evil, the agencies as a self-protection mechanism, must press for the bonus outlets.

How far stations should go in merchandising for their accounts was debated. One agency representative said he felt that radio merchandising should be comparable with that afforded by other media in the same market. The agencies preponderantly were of the view that a new program deserved two or three "build-up announcements", and the Code Committee concluded that such requests were reasonable.

The differential in daytime and nighttime commercials, as provided in the Code, was attacked by several agency representatives. Mr. Kirby pointed out that experience was the basis for this provision. Women chiefly comprise the daytime audience and they are more receptive to commercials than the family circle which listens at night.

Amount of Copy

Agencies, on the other hand, held that it takes a certain minimum time to sell a product, regardless of the time of the day it is presented. NAB men countered that evening listeners require less commercial copy since after the working day a relaxed person absorbs more sales talk in less time. The quarter-hour daytime program is permitted 3¼ minutes of commercial, while a half-hour evening program is limited to 3 minutes.

At an executive session prior to the open meeting, the Committee considered several Code matters. It was concluded that the question of Texaco sponsorship of Metropolitan opera over NBC, involving one-hour rate compensation for a program running more than three hours, properly was a matter for Independent Radio Network Affiliates, rather than the Code Committee. The Committee found it had no jurisdiction because the Code has nothing whatever to do with rates.

A complaint made by the CIO to the NAB against KYA, San Francisco, likewise was considered. The labor union had charged that a commercial program which it had sponsored on KYA during the last two years had been cancelled because of the Code provisions governing non-sale of time for discussion of controversial issues. KYA, shortly after joining NAB, cancelled the program. The Committee, without taking definite action, expressed the hope that the labor organization would be able to find proper time, on a sustaining basis, to project its views to the public in the San Francisco area.

Free-Time Crusade

At its closed session the Committee also discussed the free-time crusade of agencies, and then carried the question over to the open session. The Committee concluded that stations should be prevailed upon to refuse such entreaties from agencies, for their own commercial salvation.

Arthur B. Church, president,

(*Continued on page 44*)

Heads B-S-H Radio

MR. NEALE

J. J. Neale Is Appointed B-S-H Radio Director

J. J. NEALE, for the last seven years traffic manager for the Red network in the NBC Central Division, Chicago, on Nov. 18 assumes the radio directorship of Blackett-Sample-Hummert, Chicago. Mr. Neale joined NBC in 1930, being elevated to his present position four years later. Floyd G. Van Etten, sales traffic manager for the NBC-Blue network, becomes manager of all Red and Blue network, spot and local commercial traffic for the Central Division. Van Etten will be assisted by E. A. Stockmar and R. M. Neihengen. Neihengen transfers from Artists Service to sales traffic.

Mr. Van Etten

NBC Names Whalley

JOHN F. WHALLEY, auditor and office manager of the NBC central division, has been advanced to the post of business manager of the division, according to H. C. Kopf, division manager. Following graduation from the commerce school of Northwestern U, Whalley became traveling auditor for the General Electric Co., joining NBC as division auditor in 1930. The following year he was given the assignment as office manager.

Mr. Whalley

COLLECTION of over 12 radio plays by Norman Corwin, CBS writer and director, will be published in the spring of 1941 by Henry Holt & Co., New York. Included will be *My Client, Curley, Seems Radio Is Here to Stay, Revolt Against Christmas,* and *They Fly Through the Air With the Greatest of Ease.*

Radio Homes Tabulation To Be Ready Next Year

DESPITE estimates early this year in some quarters that statistics on United States radio homes, as revealed in the 1940 Housing Census, would be available late this fall, it now appears these figures will not be available on a State-by-State basis until the first of the year and on a national basis until the fall of 1941, according to the Bureau of the Census. The Housing Census, which contained a question on "radio homes" in its schedule, has drawn much attention in industry circles, since it will provide the most comprehensive survey of radio-equipped homes to date.

Meantime, statistics are being compiled by the Census Bureau on the Census of Manufactures of 1939, which covers several phases of radio manufacture. According to a Nov. 5 announcement by the Bureau, 1,359,876 automobile radios were sold in the United States market during 1939. This figure includes units installed by motor vehicle manufacturers on cars for the U. S. market. In a few weeks the Census Bureau is to issue its regular biennial report on 1939 operations of the radio industry, covering value and quantity of products, employment and payroll, cost of materials, etc.

Two Stations in Iowa Are Permanently Deleted

TWO Iowa stations were eliminated from the rolls Nov. 4 when the FCC took final action on its proposed findings granting KGLO, Mason City, 1,000 watts fulltime on 1270 kc., effective that date. The daytime KWLC, Decorah, hitherto assigned to 1270 kc., and KGCA, also of Decorah, which had been assigned part time on 1270 but has not been operating for several years, were denied license renewals. KGLO formerly operated with 250 watts on 1210 kc.

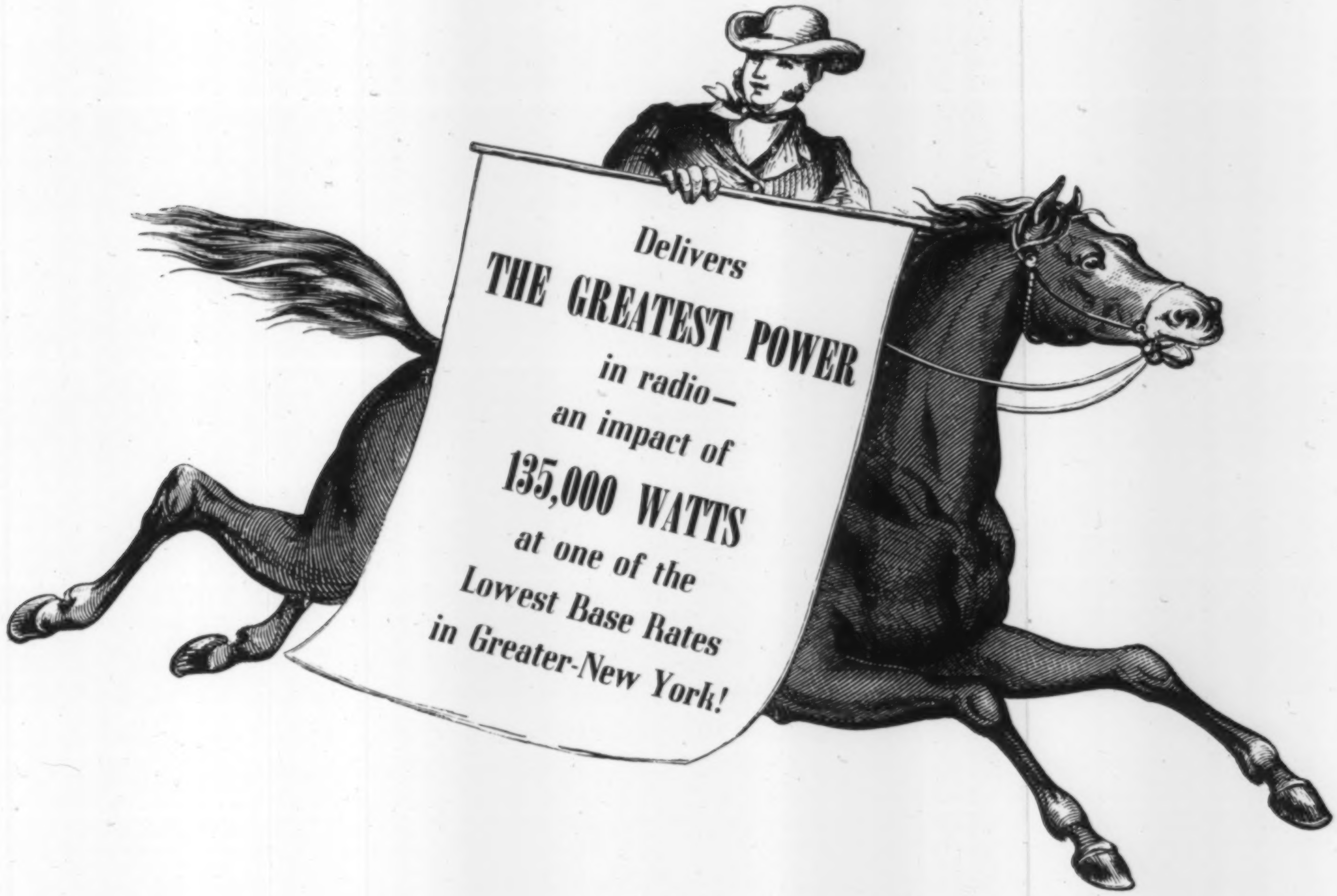
KWLC has been operated by Decorah College, a small denominational institution, and its denial was ordered without prejudice to the later consideration of the application of the college for other facilities. KGCA had been licensed to Charles Walter Greenley but has been silent and had held its license only on a temporary renewal basis. It is permanently deleted.

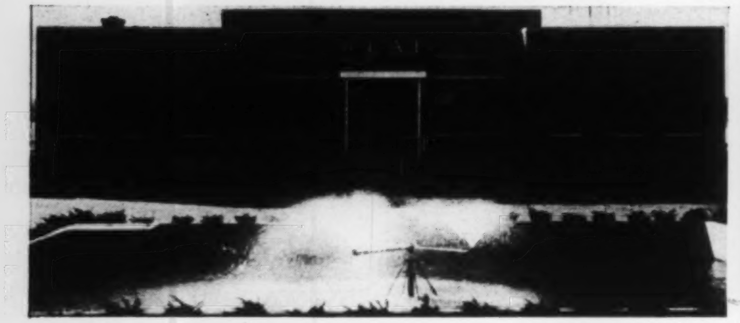
Sawyer Expands

SAWYER BISCUIT Co. (sub. United Biscuit Co.), Chicago (butter cookies), on Nov. 5 renewed its spot announcement campaign for six weeks as follows: Five one-minute announcements weekly on WOWO, Fort Wayne, Ind. and WMBD, Peoria, Ill.; ten weekly on WMT, Cedar Rapids, Ia.; three weekly on WLS, Chicago, and six weekly on WGN, Chicago. In addition firm has added WBBM, Chicago, using three announcements weekly. Neisser-Meyerhoff, Chicago, placed the account.

ED JOHNSON, CBS foreign news editor and director of the network's shortwave listening station, is writing a new book, *Mr. Hitler Calling,* about the German broadcasts reaching this country daily. The volume is being published by Reynal & Hitchcock, New York.

It's no mere coincidence that WOR, the station with the greatest collection of success stories in radio...


Delivers
THE GREATEST POWER
in radio—
an impact of
135,000 WATTS
at one of the
Lowest Base Rates
in Greater-New York!



FROM THIS attractive $250,000 plant WEAF is now broadcasting with greatly strengthened signal. The building is located off Long Island Sound at Port Washington, and the signal travels to Manhattan over a salt-water route, permitting greatly improved service to the city.

FOR THE FIRST time the voice of WEAF's new transmitter takes the air for public consumption, with Dr. Frank Conrad (center), father of broadcasting, taking an active part. Watching are Niles Trammell (left), NBC president, and O. B. Hanson, vice-president and chief engineer.

Marked Signal Improvement As WEAF Transmitter Opens

Trammell Formally Inaugurates New Equipment at $250,000 Plant Located on Long Island Sound

WEAF, New York key station of the Red Network, began regular service from its new transmitter at Port Washington, L. I., the morning of Nov. 8. That evening the new plant was dedicated by Niles Trammell, NBC president, in a special broadcast over the Red Network, on which also appeared artists who were radio stars in the early days of broadcasting, long before there were any national networks.

Located about eight miles nearer the center of metropolitan New York than the former transmitter site at Bellmore, L. I., WEAF's new transmitter is also situated so that its signals reach Manhattan over a salt-water path down Long Island Sound, a combination which NBC engineers state has raised the station's program volume in Manhattan and Northern New Jersey by eight to ten times. O. B. Hanson, NBC vice-president and chief engineer, explained that to put an equal signal into this area with the old transmitter it would be necessary to increase its power from 50 kw. to more than 3,000 kw.

Directive Signal

While the location on an isthmus in the Sound is the most important factor in improving WEAF's service, there has also been installed a directive antenna system, strengthening the signals inland towards the mass of population and weaking signals to the east or ocean side, Mr. Hanson pointed out. The radiator and director towers, Lehigh Steel vertical radiators, are quarter-wave self-supporting towers, each 320 feet high. Buried a foot under ground and extending 600 feet from the base of each tower is a fan-like array of 120 copper radials, which make up the station's ground system.

Raymond F. Guy, NBC radio facilities engineer who supervised construction of the transmitter, said it contains all modern improvements designed to provide high quality and better reception. "This includes such features as 30 decibels of negative feedback, improved and simplified circuits, low distortion and noise levels and improved frequency stability," he explained. To insure against power failure, WEAF has two completely independent power lines laid to the transmitter and twin program transmission lines, each routed over a different path, carrying programs from Radio City to Port Washington. These are special circuits, designed to carry from 30 to 10,000 cycles without background noise.

The Port Washington site, totaling about 50 acres, was selected after NBC engineers had surveyed prospective sites in all parts of the metropolitan area. Once the site had been chosen, it had to be approved by the FCC, the Civil Aeronautics Authority—in order that the towers should not be erected where they would interfere or cause hazards for air traffic—and the zoning boards of the adjoining communities. More than two years were occupied with these details before the actual construction, which took only a few months, could proceed.

Transmitter at Port Washington, which represents a total investment of more than $250,000, is the fourth to be used by WEAF since the station began broadcasting in 1922. First location was in Walker Street and the second at 195 Broadway, both in Manhattan. The Bellmore site was used from 1927 to Nov. 8.

Announced by Graham McNamee, original WEAF announcer, the dedicatory program included such pioneer entertainers of the air as Harry Sanford, veteran conductor; Harry Horlick, leader of the famed A & P Gypsies, the Silver Masked Tenor; Goldy and Dusty, May Singhi Breen and Peter de Rose. Midway in the program the engineers switched the broadcast from Port Washington to Bellmore and back, affording listeners an opportunity to hear the difference on their own receivers.

Promotion Stunts

Large display ads in every general daily newspaper in New York and Brooklyn on Nov. 8 announced: "Last night—while you were asleep—our voice changed," the copy continuing, "Today, and every day henceforth, you'll hear WEAF's outstanding radio programs 2½ to 10 times clearer and stronger."

Other promotion for the station's new transmitter includes an 8-page rotogravure newspaper containing pictures of the transmitter building and equipment, of Port Washington and its civic leaders, of NBC's stars of today and yesterday and of its headquarters in New York's Radio City; souvenir thermometers distributed to radio editors, who were also taken on a tour of the transmitter; letters and coverage maps to advertisers and agencies, and an intensive trade paper campaign.

RADIO LEADERS 20 YEARS AGO

Guests at Conrad Testimonial Recall Their Stations in Life Back in 1920

INTERESTING feature at a Nov. 7 testimonial supper in New York for Dr. Frank Conrad, radio's "grand old man", was a series of interviews with attending celebrities, during which they were asked what they were doing at about the time Dr. Conrad broadcast KDKA's first election night program on Nov. 2, 1920. Here's what some of them were doing:

Frank E. Mullen, NBC executive vice-president: "I was attending Iowa State College at Ames, Ia."

Milton Cross: "Attending the Damrosch Institute of Musical Art (now Juilliard School of Music) in New York. I wanted to teach music foundation to children in public school. The next year I was in radio and found so much music I continued. Radio paid for my course at Damrosch. I made $40 a week, which was pretty good money for me."

Here and There

Sidney Strotz, NBC vice-president in charge of programs: "I was a salesman with the Automobile Supply Co., Chicago."

Raymond Paige: "Studying violin and selling classical records in the Southern California Music Co., Los Angeles."

William S. Paley, CBS president: "Was in college 20 years ago."

Edward Klauber, CBS executive vice-president: "Was with *New York Times*."

Jessica Dragonette: "In school struggling with the three little R's, unaware of the birth of that big R—Radio of today's reckoning."

Raymond Gram Swing: "I was in Berlin as correspondent for the *New York Herald*, studying the Weimar Republic, which radio was going to help destroy. It can kill, you know, as well as vitalize!"

Tommy Riggs: "At that time I was probably doing my home work for the sixth grade class. Just a hop, skip and a jump from Dr. Frank Conrad's garage."

A. J. McCosker, chairman of the board of MBS: "Doing public relations for motion picture producers. Maintained publicity bureau—doing publicity work for various motion picture producers—also a branch of the AFL in the picture industry."

Kay Kyser: "I was a freshman in high school and was very concerned about whether I should shave or not, and was trying to get used to my long pants!"

Lee B. Wailes, general manager, Westinghouse Broadcasting Stations: "Entering Central High School in Memphis as a freshman!"

Bertha Brainard, manager of NBC commercial programs: "In conjunction I owned a hotel in Greenwich, Conn., and was absorbed in this interesting resort business. One year later I heard the first cat-whisker set. The next year, 1922, I was in the business myself, with WJZ, in Newark."

C. W. Horn, NBC assistant vice-president in development and research: "I was with Westinghouse E. & M. Co. as manager of radio service, up until then mostly telegraph. I frequently visited Dr. Conrad's home when he operated his transmitter in the garage, or carriage house, as he called it. On election night 1920 I was in New York and did not hear the returns by radio."

Toscanini Back on Blue

ARTURO TOSCANINI, noted conductor of the NBC Symphony Orchestra, will make his first appearance of the 1940-41 season with the symphony on Nov. 23 when he conducts a benefit concert for the Alma Gluck Zimbalist Memorial Fund in Carnegie Hall, New York. The concert will be broadcast on NBC-Blue at 10 p.m. Maestro Toscanini will make 14 appearances with the orchestra this season, four of which will be heard from Carnegie Hall.

Digest of Replies to FCC Network-Monopoly Report

[See also pages 66A-D]

INDEPENDENT RADIO NETWORK AFFILIATES

Counsel: *Paul M. Segal*

INDEPENDENT Radio Network Affiliates, representing the majority of stations affiliated with the major networks, came to the aid of the networks with a sweeping condemnation of the FCC Committee conclusions. In appraising the overall recommendations of the three-man committee, IRNA concluded that it "might have been well advised to recommend simply the abolition of privately owned network broadcasting and be done with it".

Describing the relationship between affiliates and the networks as necessarily highly personalized, IRNA brought out that there had never been litigation between any network and any affiliates and that there had never been a major controversy or an arbitration. The relationship was described as one of trust and confidence and the written contract between the parties as a "mere token of that condition".

After publication of the FCC Committee's report, a meeting of affiliates in San Francisco was held with "sadness and chagrin" expressed by the affiliates. They felt that the report, regardless of its impact upon the networks themselves, was an attack upon their motives, good faith and ability to exercise their licenses. The report was interpreted as an attack upon affiliates, since it alleges that they had entered into network contracts under compulsion, optioning to the networks all their desirable time, losing and disregarding local business and local interest.

"Affiliates are accused of permitting themselves to be blackmailed into the purchase of program transcription licenses through sheer fear of network pressure," the brief stated.

A Nebulous Proposal

"Your Commission is urged by the Committee report," said the brief, "so radically to revise the relationship between the networks and the affiliates as to make it a different thing. That thing, the affiliates are convinced, is so nebulous, so weak and so uncertain a form of network association as to make network association unprofitable, impractical and condemned to collapse."

The brief made it clear that IRNA authorized its presentation not because the operations of the networks are condemned, but because the motives and conduct of the affiliates themselves are disparaged.

Listed under the heading "Matters Which Will Not be Argued" were a number of issues raised by the Committee, highly controversial in character. Touching clear channels, which the Committee had suggested should be redefined, IRNA held that the problem appeared to be not one of clear channels or no clear channels, but whether or not the Commission should decide who will affiliate with a network.

The Committee's attack on network ownership of stations was parried with the observation that such ownership reflects a Commission policy maintained throughout the last 13 years. If this policy is now to be changed, IRNA said, it is a matter with which the affiliates have no primary concern.

Taking up the Committee's charge of monopoly in the talent field, IRNA referred to an opinion rendered by B. M. Webster Jr., as general counsel of the Federal Radio Commission in 1929, which held that the business of furnishing talent to stations, known as "block booking", has nothing to do with the operation of a station in the public interest, and is, therefore, "outside the regulatory power of the Commission". IRNA said it had no primary interest in the talent question, but that its secondary interest was in the quality and stability of network program presentations.

The Disc Problem

Apropos purported suppression of independent transcription companies, IRNA held that the Commission should not be concerned with the question whether or not in the transcription field the networks enjoy certain advantages. The problem in this field, if there be one, is the reverse, it was contended, since if ownership of a transcription business affects the network broadcasting service, "there is something to be studied".

On the question of FCC jurisdiction, IRNA held there is strong reason to believe that the control over network matters confided to the FCC and the consideration to be given monopoly are both exceedingly limited. The brief dwelt at length on the meaning and significance of competition, and held that the whole problem of competition and monopoly must be considered against the background of allocation exigencies and the peculiarities of the broadcasting business.

Referring to the Committee's conclusion that CBS and NBC, with a combined total investment of 28% of the whole industry, received 56% of the net time sales of the industry, IRNA said it would be equally apropos to point out that the Republicans and the Democrats between them control practically the entire vote of the United States, and that England and Germany between them are in a position to control the major military power of Europe. It was held that there should be nothing more clear and more significant to the Committee than the violent competition between NBC and CBS, and the vigorous and growing competition of MBS with both. Competition between networks for the affiliation of the desirable stations is most intense, it was pointed out.

Some recent changes of affiliation have overnight revised the relative importance of the competitors to the extent that this or that change in affiliation is commonly regarded as crippling one network or the other through a substantial sector of its distribution, it is stated. Competition between networks also invades the talent field and is so intense for advertising patronage that "it has come to pass that a network vice-president in charge of sales is no more secure in his position than a Balkan prime minister".

A Limited Number

This competition has made possible the growth of additional network enterprises, according to IRNA. It was dramatically demonstrated by "the comparative ease of assembly by Mutual of its second World Series broadcasts in 1940".

Because the number of stations is severely limited through lack of frequencies, it must follow that the number of networks must be limited, IRNA relates. Recent action of the FCC in reducing protection for regional and local stations will make possible a substantial increase in the number of outlets. Moreover, introduction of FM likewise will increase competition, depending upon public demand for more stations, more programs and more networks. And if that demand exists or can be created, "it must follow that unlimited competition will be possible to an extent that networks will rise and set like the seven moons of Jupiter".

Exclusivity Angle

Aside from this competition, IRNA mentioned transcriptions as competitive with all wire networks. Campaigns to sell sponsored "ready cut" programs by transcription are intense, it was held, and the arguments advanced by the proponents are many. "They can be used conveniently and flexibly; wire charges are saved; quality is so equivalent to that of the networks that it is hoped the Commission will remove the stigma of special announcement."

Approaching the question of time options and exclusivity, vigorously attacked by the FCC Committee, IRNA held that without the use of option-time and the priority thus provided, no network could discuss with advertisers simultaneous transmission over a large number of stations. "No serious work with permutations and combinations is necessary to demonstrate that without the use of option-time, a nationwide commercial program would be statistically as phenomenal as a hand of 13 spades."

It was held that option-time is of the essence of the network-affiliate relationship and that without it no network can be operated successfully enough to permit it to make any useful contribution in paying for sustaining programs of transcendent interest. The thought was left that if this happened, Government ownership probably would be the answer sought "by popular insistence".

Only Left-Overs

As to exclusivity, the only affiliates who object to such an arrangement are those who feel they do not receive from the networks sufficient business to justify being deprived of business from a competing source, IRNA held. The test, it reasoned, therefore is solely one of volume of business. Because there is no inherent objection to exclusivity in and of itself, IRNA argued that there is no basis for the Commission to take a stand forbidding it.

If option-time and exclusivity were to be completely eliminated and a station is permitted to become "a revolving affiliate" of all networks, the most desirable station in a given market would have almost continuous network broadcasting, with a choice of the very best and most profitable programs

IN PROGRESS here is a special demonstration of frequency-modulated transmission at W1XPW, Hartford, Conn., FM station operated by WDRC. The special FM show was conducted for G. Fox & Co., local department store radio distributor, as a feature of the store's Radio Week. Sound effects got special emphasis during the broadcasts. Participating in the demonstration are (l to r) Bob Provan Jr., hammering nails; Grace Holman, typing; Gil Bayek, telephoning; Sterling Couch, playing piano; Harvey Olson, shuffling a deck of cards.

from whatever source. Other stations would subsist, if they could, on what is left over. It was pointed out that the number of such favorably allocated stations in principal markets is large enough that their joint influence on the four networks would force them into the same pattern nationwise. "Inevitably the four networks would have to be merged into one. Thus would come a truly monopolistic result both locally and nationally."

Portions of the Committee report dealing with program responsibilities were branded "painfully unjust" by IRNA. Utmost caution is exercised by the networks on commercial programs, IRNA related, and the self-regulation codes of the networks and of the NAB guard against transgressions in programs.

Without public good-will the networks might just as well quit, IRNA contended. The trouble is that network precautions may so increase "that all programs will be pale gray", IRNA held. The broadcaster knows what programs are acceptable to his listener, based on audience reactions. He has clear knowledge of what his trade association regards as proper and sees the network standards exemplified a dozen times a day. Moreover, to determine whether specific programs of local origination are acceptable, the broadcaster usually retains Washington counsel "and occasionally gets into trouble anyway".

The utter impracticability of attempting to follow the FCC Committee's philosophy of program control in network broadcasting was outlined by IRNA counsel. After recounting the possible solutions, IRNA said they may appear flippant, but that the only solutions that suggest themselves are unduly cumbersome "unless consideration is to be given to the abolition of privately owned networks and the establishment of a Government network for the distribution of noncommercial educational, eleemosynary and special-event programs."

A Fair Profit

Answering the FCC Committee's attack on the independence of affiliates, IRNA held that either the Commission has been misled about the character of most licensees or the Committee should have been somewhat more specific in its delineations of the "network persecutions". The report, it was contended, contains neither actual instances nor theoretical examples of intrusion into local policies by networks, or political, social or economic charges of such character that any station might wish to be relieved of network affiliation and be unable to obtain release, or of other purported inequities.

An attack upon the Committee's conclusion that a disproportionate share of the receipts from a network broadcast is retained by the network, under affiliation contracts, was launched by IRNA in that portion of its brief covering one of the most controversial phases of the investigation. Accuracy of the FCC Committee's statistics was challenged, particularly as to the average hourly compensation received by affiliates. Affiliates concede to the networks an opportunity to make a fair profit on the dollar volume, but the affiliates nevertheless assert that they want all the money they can get from the networks. IRNA, said the brief, has confidence in the long-range bargaining power of the affiliates.

The question boils down to not whether any affiliate is entitled to more money, but rather whether it is desirable that any agency of the Federal Government, particularly the FCC, should get that money for him.

What Would Happen

"The affiliates do not want Government intervention in this matter," Counsel Segal pointed out. "In all frankness, such intervention could be nothing more than a first step. It would then come to the regulation of the amount that may be charged the advertiser by the network. Then of the amount that might be charged for network programs, and then of the profits of all stations and such regulation could not long exist without bringing about some regulatory judgment about what prospective advertisers might be accepted."

In analyzing that portion of the FCC Committee report dealing with extent of service, IRNA brought out that it is impossible for all stations to have network affiliations. Any such plan would require the creation of enough networks to serve the multiplicity of stations in New York or Los Angeles, and hence there would be a number of one-station networks.

Referring to the Committee disclosure that 60% of NBC's program service goes to stations in 15 States, including the District of Columbia, IRNA said that it is seasonable to note that 14 States (excluding the District of Columbia) have 57% of the electoral votes.

The distribution of network programs shows the distribution of population and, more importantly, it follows the distribution of the number of radio stations. Defending the importance of network service, IRNA said that without the postulate of a Government-owned commercial network, the destruction of present day networks would amount almost to the destruction of broadcasting as such.

Practical Effect

Apropos proposed network licensing, IRNA said that if there is any public interest in this kind of licensing, it is equally desirable to have Federal licensing of the wire news services, newspaper feature syndicates and motion picture producers and directors of the legitimate theatre. Networks were described as organizations for the production and distribution of programs.

IRNA opposed the motion of MBS that the Commission, during the pendency of the Committee report, prevent the formation or extension of certain classes of network affiliation contracts. It pointed out that when filed the motion proposed that extension, amendment or replacement of any network affiliation contracts be prevented. The Commission has not acted upon the Mutual motion, it was pointed out, and by now most of the contracts for the period beginning Jan. 1, 1941, have been made. By the time argument on the motion has been held, it is likely that all possible renewals will have been entered into.

Under the head "General Considerations", IRNA recited a series of purported inconsistent conclusions contained in the Committee report. These were enumerated as follows:

> That network programs prevent the allowance of sufficient time for local advertisers and events *and* that networks should be required to extend their services to communities now having but one station, if it is now without network affiliation.
>
> That networks should be compelled to pay over to their independent affiliates a larger proportion of the total advertising revenue from the sale of time *and* that affiliated stations are now receiving more than their proper share of the total national revenue from commercial broadcasting.
>
> That network operation is a nest of abuses *and* that the creation of more networks should be encouraged.
>
> That there are too many stations on the networks (page 133) *and* that there are too few stations on the networks (page 46).
>
> That the importance of the networks may well be reduced by cutting down the minor, remote service of clear-channel stations, all of which are affiliated with networks, and by the establishment of additional stations on the frequencies at the expense of the marginal service *and* that network service should be extended into remote, sparsely populated areas where it is not now available.
>
> That competition as such, the character of the competition, the advantages enjoyed by one competitor over another and related considerations are of the utmost importance in connection with network affiliation *and* that the competitive effect upon existing stations of the licensing of new stations in a given area must be entirely ignored.

Wrong Approach

The IRNA brief concludes with these comments:

These views of your Committee would naturally be somewhat difficult of complete effectuation.

The recital of the last of these items suggests that the whole approach to the problem of competition has been through the wrong end of the horn. It would scarcely be possible to work out a useful chart for competition as affecting stations in their capacity as network affiliates, particularly in the matter of discrimination between local programs, national spot programs and network programs while at the same time excluding every important consideration of competition as affecting those stations in their capacity simply as stations.

One example, a supposititious case, may illustrate this point.

Assume an important city with four stations. Three of these sta-

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MBS to Exchange With Latin Nations; Dickers With AP for Sponsored News

PLANS for an exchange of programs between MBS and the South American countries were laid at a joint meeting of the Mutual board of directors and operating board, held at the Hotel Ambassador, New York, Nov. 13-14.

Appointment of a South American representative to handle negotiations with Government officials and broadcasters will be made shortly, it was announced, and MBS headquarters established in a major city, probably Buenos Aires. It is expected that WRUL, Boston shortwave station owned by World Wide Broadcasting Corp., will transmit MBS programs to South America, while programs from the South will be picked up by the receiving station of Press Wireless on Long Island and fed from there to MBS stations in this country.

AP Negotiations

It was also announced that negotiations are to be completed with the Associated Press, providing for the sale of AP news broadcasts to a national advertiser. Meanwhile, AP news will continue to be broadcast on MBS as a sustaining service. While no details of the agreement with AP were disclosed, it is understood the final contract will be along the same lines as those of AP with NBC and CBS, based on an "exchange of news" arrangement providing for MBS to make the news collected by its correspondents available for use by AP newspapers and also for a cash "differential" to be paid by MBS to AP.

The board ratified details of the new MBS rate card, to be issued shortly, including a summation of the volume discount plan inaugurated by the network early this year with the various changes in the original set-up which experience has proved necessary for efficient operation. Also ratified were all station affiliations consummated since the last board meeting.

It was announced that *American Forum of the Air*, Sunday evening series of discussions of topics of the day by a round-table of experts, with Theodore S. Granik presiding, will be made available for sponsorship by a national advertiser. Series, emanating from WOL in Washington, was kept on a sustaining basis until the close of the Presidential campaign.

Permission was granted to any member or affiliated station also operating an FM station to broadcast MBS network programs as desired on its FM outlet. Lewis Allen Weiss, MBS West Coast vice-president, announced that new Hollywood studios of Don Lee Network are almost completed and will soon be ready for use as a major Pacific Coast origination point for MBS programs.

Program Session

It was unanimously voted to hold a special program meeting a day or two prior to the next board meeting, probably on or about Jan. 12. Purpose of such a meeting is to enable program executives of key stations to discuss program plans and policies with each other and with the officers and directors of the network. A survey showed that 115 MBS affiliates are broadcasting the weekly concerts of the Philadelphia orchestra.

Board members attending the two-day session were: W. E. Macfarlane, WGN, president; Alfred J. McCosker, WOR, chairman; T. C. Streibert, WOR, vice-president; Lewis Allen Weiss, Don Lee, vice-president; E. M. Antrim, WGN, secretary-treasurer; H. K. Carpenter, WHK-WCLE; John Shepard 3d, Colonial Network; Fred Weber, general manager. Members of the MBS operating board at the meeting included the above and also J. E. Campeau, CKLW; Hulbert Taft Jr., WKRC; William B. Dolph, WOL; Ed Wood, sales manager, MBS.

Only absentees were Willett Brown, Don Lee, director, and Gene O'Fallon, KFEL, member of the operating board.

tions have excellent allocations. A 50 kw. station is basically affiliated with a network and two 5-kw stations having well protected frequencies are basically affiliated with two other networks. The three networks are successful and well established. The affiliated stations are also successful. The fourth station in the city has a very unfavorable allocation and scarcely serves the city itself. A fourth network comes into being and the fourth station becomes affiliated with it.

The new network and the fourth station feel a competitive handicap. They comb the spectrum over and over in search of a frequency for which application may be made so as to give the station and the network enough improvement to put spirit into the competitive effort. Finally a frequency is found. It is the only frequency on which any improvement can be predicted. The improvement is not great but it is something. Application is made to the Commission. The Commission is told of the effort to improve the position of the new and growing network. The Commission expresses sympathy with the motive and approves the application. The station is built. Although its position and prestige are enhanced, the station must still be listed as fourth from the standpoint of interference-free coverage. This is a handicap in the solicitation of business but the station gets along. Both the station and its network prosper.

The Final Blow!

There comes a day when two newcomers are possessed of the idea that they would like to establish stations in this city. There being no good frequencies available, the newcomers make application for restricted Class IV assignments.

The Commission now declares that it regards the pendency of these applications as sufficient proof of need for the additional stations. It rules that it can not and will not give any consideration to the effect of the operation of the proposed new stations upon existing stations. It holds that if the frequencies applied for will fit the technical pattern and if the applicants are legally and financially qualified, a case is made out. Accordingly the two additional stations are established. Three favorably-allocated stations continue to enjoy very large revenues based upon their established network positions and their excellent coverage of a wide market. They have never had any interest in the small local advertiser.

The two newest stations compete with the fourth station. They solicit the local, regional and national accounts of that fourth station. After all, their coverage is almost comparable but as newcomers they have lower rates.

Under such circumstances, assume that the two newcomers force the fourth station into an operating loss. The prestige of the new network suffers. Things go badly all around.

The final irony would probably be the filing with Congress of a formal, official report of a Committee of the FCC which places the whole blame upon affiliates numbered one, two and three because of the character of their relationships with their networks.

ICE HOCKEY broadcasts for the 1940-41 season are heralded by Edward Morris, vice-president of Pabst Brewing Co., Chicago, as he signs the contract for Pabst sponsorship of all the National League hockey games from Madison Square Garden on WHN, New York. Pabst will sponsor broadcasts of the Stanley Cup playoffs as well as the Rangers and Americans contests. Last year WHN carried the hockey description for Gillette Safety Razor Co. Seated (l to r) at the signing-in are Mr. Morris and Dave Trotter, Lord & Thomas account executive. Standing are (l to r) Dave Stotter, of the Lord & Thomas radio department, Chicago; Hal Makelim, Chicago representative of WHN; Bert Lebhar Jr., WHN commercial manager, who handles play-by-play under name of Bert Lee.

MUTUAL BROADCASTING SYSTEM

Counsel: *Louis G. Caldwell, Frank D. Scott, Hammond E. Chaffetz, Keith Masters, Percy H. Russell Jr.*

THE ONLY major network to support basic conclusions of the FCC Network-Monopoly Committee report was MBS. It attacked NBC and CBS control of "the most desirable broadcasting time of the more important stations in the larger cities" and asked that the FCC promulgate regulations "affording an opportunity to all national network organizations to secure comparable outlets in cities throughout the United States. The brief was drafted by Louis G. Caldwell, former Radio Commission general counsel, associates in his law firm, and Frank D. Scott, WOR-MBS attorney.

At the outset, the detailed MBS brief attacked the dominant positions of its competitive networks, alleging that under the present system, 300 commercial stations out of a total of 770 in the United States "are dominated by two huge business enterprises". It charged that the independence of all of these licensees "has in all cases been seriously impaired, and in some cases effectively destroyed, by restrictive provisions in contracts between them and these two network companies."

Program Control

Undue control over programs of affiliates, unreasonable restraint on competition, a tendency toward monopoly in the network field, and an arbitrary and inequitable division of the return between network and affiliate, has resulted from this situation, MBS alleged. Underlying the economic evils resulting from this situation, MBS contended, "is a basic issue of liberty of expression".

MBS emphasized the principal features distinguishing its operation, as a cooperative venture, from those of CBS and NBC. It charged that the latter have succeeded in obtaining on an exclusive basis—or virtually so—so many of the more desirable stations in so many of the important markets "that effective competition has been forestalled".

Attacking exclusive contracts, MBS said the effect is to prohibit a competitive network or networks from transmitting programs to those stations "whether or not the station licensees desire to broadcast the program of other networks". Exclusive contracts were labelled "a complete monopoly of the station's facilities as an outlet for national network programs and an ironclad control over the use of the station for this purpose."

Because of the competitive factor, MBS said it has been compelled to execute exclusive contracts with certain outlets. From its formation in 1934 until early in 1940 none of its contracts, with one exception (Don Lee), contained a clause prohibiting the stations from taking programs from any other national network. It stated the projected formation in 1939 of Transcontinental Broadcasting System, now defunct, forced the signing of exclusive contracts by MBS. The success of Transcontinental, the brief said, would eventually have left MBS with either no outlets or decidedly inferior outlets in essential markets.

"Thus, in spite of Mutual's basic views, if dismemberment was to be avoided, the only alternative open was to execute exclusive and option-time contracts with its seven stockholders who were the licensees of stations in certain of the larger cities," the brief states.

MBS said it still adheres to the view that there should be non-exclusive contracts, and "urges the restoration and preservation of open and free competition in network broadcasting as against a national market closed to all but two large network companies dominating the field." It said it was prepared and anxious to "discard exclusivity" when CBS and NBC do likewise, "or when the Commission determines to forbid this feature".

Whereas MBS does not own, lease or control any stations, its brief recited that CBS and NBC by "gradual infiltration" had secured control of 24 stations, of which 16 operated with 50,000 watts, at the time the FCC investigation began in 1938.

Option-time contracts of NBC and CBS with their affiliates were described in the brief as constituting surrender by stations of all, or substantially all, desirable time to the network, and making them available to other networks, if at all, "only subject to a Damocles sword of cancellation on 28 days' notice".

After describing the nature of the NBC and CBS contracts, MBS contended that the amount of time optioned by them is greatly in excess of their requirements. In 1938, NBC used 58% of its option time on the Red Network and only 19% on the Blue. In 1937, CBS used about 38% of the option time of basic stations and 22% of non-basic stations. The MBS method of operation, it was argued, "preserves the independence of its affiliates by leaving them free to accept or reject all programs transmitted to them." Because NBC and CBS, since the hearing, have continued to require affiliates to accept such commitments, and because of the failure of the FCC to take any action, MBS "as a measure of self-preservation" has been compelled to enter into a few such contracts.

Length of Pacts

MBS also attacked the five-year tenure of NBC-CBS contracts which were said to apply in most instances. This is done despite the limitation of broadcast licenses by the FCC to one-year. MBS contracts are binding for one year only, it said.

Sharp criticism of NBC's operation of two networks was voiced. It was charged the networks are not operated to compete except in a superficial way, and that while the Blue "is operated at a financial loss" it is supported from the profits derived from the Red. The flat charge was made that the Blue is operated by NBC, in part "for the purposes of maintaining its dominant position in the broadcast field and to suppress competition from other national networks".

"National's operation of two networks is prejudicial not only to competitors, but also to the stations affiliated with National," MBS contended. "National's power to transfer a station from the prosperous Red network to the unprofitable Blue is a tremendously effective weapon over the station licensee. The contracts with the Blue affiliates prevent them from obtaining a substantial amount of business from another network even though very little of their time optioned to National is used. And they are prevented from bettering their economic status for five or more years.

"The evidence introduced at the hearing and the Committee report show that dual network operation is responsible for several of the most arbitrary and unfair practices engaged in by National."

The MBS method of compensating stations was described as much more favorable than the systems employed by its competitors. The NBC and CBS procedures "permit the network companies to retain huge profits for themselves while paying the stations a much smaller percentage of the net return than they receive under the Mutual plan", it was contended. In 1938, MBS recited, the average compensation paid all stations was 51% of the network's income; CBS in 1938 paid only 34%. NBC figures were not available, but MBS deduced that the percentage of the gross billing for contract outlets retained by NBC "would not vary greatly from the percentage retained by CBS".

Monopoly Angle

In a detailed analysis of legislative and legal history of radio, MBS contended that the practices of CBS and NBC contravene the standard of public interest and "are in violation of" the Communications Act. It cited Congressional hearings and court rulings to substantiate its contention that the "preservation of competition and the prevention of monopoly in broadcasting are inextricably interwoven in and are a necessary part of the standard of public interest, convenience and necessity prescribed by Congress."

RCA was singled out by MBS for particular attention in the purported tendency toward monopoly. From its inception, and before commercial broadcasting was known, it stated, "RCA was charged with attempting to monopolize the radio industry in all its phases." Referring to the 1932 consent decree involving RCA, MBS counsel said the facts demonstrate the way in which RCA "has habitually employed the monopolistic device of exclusive arrangements in order to preclude competition".

MBS charged that the exclusive and option-time clauses in the network contracts "are in violation of the Federal anti-trust laws and contravene the test of public interest, convenience and necessity". It hastened to explain, however, that in cities having four or more full-time stations with comparable facilities, there is, at present at least, "no real restraint on competition" in network broadcasting. In such cities, it pleaded, no evil exists which would justify the Commission's forbidding either ownership of a station by a network or a network-affiliate contract containing exclusive and option time features.

Time Limitation

Beyond that, MBS said that even in cities having less than four full-time stations the option-time feature, but not the exclusive feature, may be permissible provided the amount and character of the time under option is properly limited. These limitations, it held, should be that they not interfere with the ability of the affiliate to meet local or regional needs; not prevent reasonable access to the market by a competing national network, and not tie up a greater amount of time than that likely to be required.

In pointed language, the MBS brief held that the FCC has ample authority to "remedy the existing evils in chain broadcasting". It pointed out that the Commission, without complaint or challenge from anyone, "has exercised analogous powers in the promulgation of regulations having to do with frequency modulation broadcast stations, television stations, and international broadcast stations."

MBS asked that the Commission promulgate at once temporary regulations, preventing the competing networks from signing new exclusive contracts and maintaining the status quo until regulations are adopted. The evidence introduced at the hearing, it held, "is sufficiently indicative of the illegality of certain provisions in the contracts between the two large chain broadcasting companies and their affiliates to justify, and indeed compel, the promulgation of a regulation maintaining the status quo and prohibiting the two networks from continuing to execute similar contracts for additional long periods of time."

To eliminate the "evils" and to prevent their recurrence, the MBS brief outlined in a general way the subjects to be covered in proposed network regulations. They were:

That no licensee enter into any agreement with any network for programs if it would (1) forbid the station from broadcasting programs of any other network; (2) if it would give the network an option on the hours for commercial programs for more than a fixed percentage of its time, the percentage varying with the number of full-time stations with comparable facilities in the market and (3) limitation on the duration of the network contract. A proviso that these rules should not apply to licensees of stations located in cities with four or more fulltime stations having comparable facilities also was included.

Some Exceptions

Other suggested rules were for a limitation on the number of clear channel stations or other standard broadcast stations which could be licensed to networks, and for a prohibition against network operation of any standard broadcast station in a city having less than four full-time stations with comparable facilities.

Several minor exceptions to the Committee report were taken by MBS. The brief said that as might be expected in a report of such length "there are a few inaccuracies of minor importance which should be called to the Commission's attention". These related to failure of the committee to clearly demark the differences between MBS and NBC and CBS; its review of the World's Series incident, and the interpretation of the MBS accounting procedure.

DON LEE BROADCASTING SYSTEM

Counsel: *Swager Sherley, brief signed by Lewis Allen Weiss, vice-president and general manager.*

THE DON LEE brief opens with a suggestion that the Committee's report "cannot but convey the impression that the Committee undertook this problem under the impression that chain broadcasting per se is an evil practice and that the facts must be found to justify such a conclusion."

The report is declared to be "replete with conclusions unwarranted by the facts adduced at the hearing, fallacious logic in reasoning, and recommendations upon subjects neither fully nor thoroughly investigated."

Network services are desired by progressive independent stations and demanded by the listening public, it is stated, with market, population and similar factors leading to makeup of networks. Reduction in program quality is seen in carrying programs to sparsely populated areas at substantial losses.

Comparative data in the report on independent and network-owned or controlled stations are said to omit such factors as nonavailability of local advertising for small independent outlets as compared with key city locations of network-owned or controlled stations, with no reason to presume they would fare differently under additional Federal control; inexperience of small outlet operators in business affairs, with implication that regulation would somehow remedy present profit ratio of different types of stations; such factors as market, business cycles, efficiency, personal popularity, etc. are ignored; the Committee, having noted comparative prosperity of stations, then blames the situation on the very existence of the networks themselves; comparison of Don Lee network-owned stations with others ignores the fact that the Don Lee stations are in metropolitan areas.

The brief points out that the claimed inequities of network and station contracts disappear "when it is considered that the exclusive feature of the contract is the very thing that gives it life, and provides the basis from which a network can build its programs with certainty that they will be received by the outlets and not meet with the situation whereby the outlet has previously contracted the particular time to other networks." The claimed inequities are termed "theoretical and academic".

As to the conclusion of the Committee that control by the licensee has gone in turn to network, advertising agency and finally program producer, the brief said it would be just as logical to carry the supposition to the writer, composer and other artists. Most network contracts, it is stated, permit affiliates to refuse to accept programs not deemed in the local public interest. Carried to its logical conclusion, the brief continues, the committee's argument would forbid employment of a station manager with responsibilities and would require constant attention of an individual licensee or board of directors on the premises at all times.

Committee data show, it is stated that at most, multiple ownership of stations by a single licensee results in economy of operation, efficiency of administration and better service to the public. Such ownership does not affect profitable operation of singly-owned stations.

The radio industry as a whole and the public benefit by existence of other business interests of licensees, it is suggested, and it is not fair to conclude that radio contitutes a "side line".

Committee conclusions do not make out a case warranting Governmental interference or network regulation, it is stated, and the conclusions do not follow the testimony, the brief says.

AFRA Conferring On Agents Code

Agreement on Clauses Under Dispute Is Expected Soon

CONFERENCES between officials of American Federation of Radio Artists and a committee of the Artists Representatives Assn. over the new AFRA license for talent agencies are progressing satisfactorily, with a mutually agreeable conclusion expected within the next few days, Emily Holt, executive secretary of AFRA, told BROADCASTING Nov. 14.

Complaints of the independent agents against certain provisions in the code, which AFRA negotiated with network officials, have resulted in changes in some of the regulatory provisions, Mrs. Holt stated, adding that no changes are to be made in the commission setup. Code goes into effect Nov. 15, but deadline for applications from agents, previously set for Nov. 5 and extended during negotiations, may be extended again.

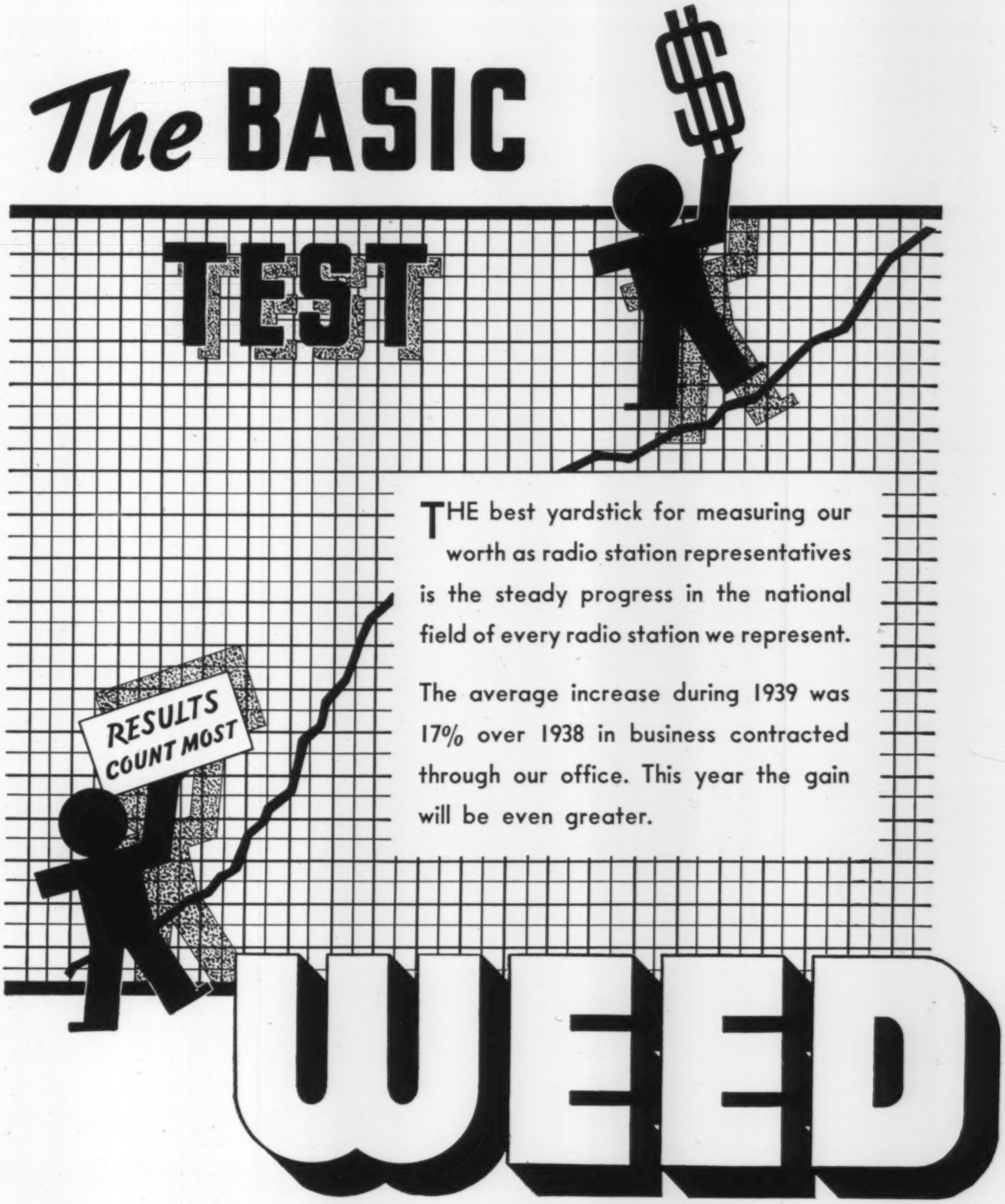
Preliminary conversations regarding a transfer of membership by announcers at WOR, Newark, from American Guild of Radio Actors & Producers, independent union, to AFRA have been held, but no definite action has been taken. WOR chapter is the last unit of AGRAP, which was formed more than three years ago before the organization of AFRA as an AFL union. The original AGRAP unit, at WABC, New York, was taken into AFRA earlier this fall.

An 18-month renewal contract has been signed by AFRA and WNEW, New York, following expiration of a previous agreement. New contract is substantially the same as the earlier agreement except that it calls for certain increases in pay for commercial work.

NBC Education Staff Will Hold Conferences

NBC has announced plans for a series of educational forum meetings in various sections of the country this winter so public service program directors of its affiliated stations may meet with the network's educational directors to work out plans for public service programs.

The first meeting is scheduled Nov. 29 in New Orleans, the second in Chicago Dec. 3 prior to the opening of the fourth annual Broadcasting Council conference, Dec. 4-6. Other meetings will be in Hollywood, Portland, Ore., Boston and Atlanta. From NBC in New York, Dr. James Rowland Angell, educational counselor, Walter G. Preston Jr., assistant vice-president in charge of education, and Franklin Dunham, director of religious broadcasts, will attend all the meetings. Also invited from NBC in New York are Judith Waller, Margaret Cuthbert, Lewis Titterton and Wilfred Roberts, as well as Jennings Pierce, NBC educational director on the West Coast.



The BASIC TEST

THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1939 was 17% over 1938 in business contracted through our office. This year the gain will be even greater.

WEED

AND COMPANY

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

RADIO STATION REPRESENTATIVES

ALL'S

RAIN
CHANGE
FAIR
28
29
30
31
Taylor
BAROG
WEAF
THE "SALT WATER WAY" TO NEW YORK

Log

Nov. 8th Listening to WEAF's new signal

Manhattan	50 MV	Rye	100 MV
Bronx	100 MV	Queens	100 MV
Mt. Vernon	100 MV	Brooklyn	50-25 MV
New Rochelle	100 MV	Staten Island	25 MV
Bronxville	100 MV	Northern Jersey	25 MV
Mamaroneck	100 MV	Greenwich	50 MV
Tarrytown	25 MV		

WEAF coming in all over better than ever before. The best reception in the area!

S CLEAR...

Most Favorable Listening Conditions Prevailing

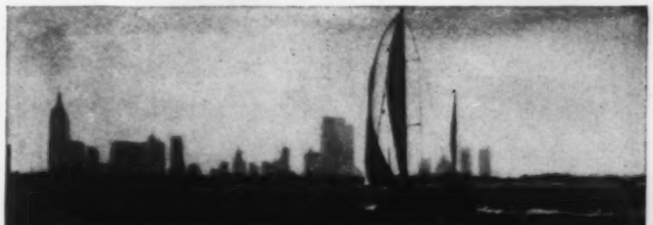
That's what WEAF's barometer says of its new signal...

That's what listeners and advertisers are discovering now that WEAF's new transmitter is in operation...

LISTENING to WEAF has become a new experience... a new pleasure since November 8th. Throughout the vast area which is its province, millions of radio listeners began to hear WEAF 2½ to more than 10 times better than ever before. And they will continue to enjoy this added brilliance day and night, winter and summer, because WEAF's new transmitter, travelling its signal without obstruction across salt water, directs it with tremendous impact to the great concentrations of population in metropolitan New York, southern Connecticut and northern New Jersey.

Today WEAF's listeners enjoy the finest radio reception in the market for the finest radio programs in the market... and WEAF's advertisers are thus reaching them with greater force and in greater numbers.

We'd like to show you what WEAF now delivers in the way of coverage, what WEAF now offers advertisers at no extra cost. Our new booklet, "November 8th Was Moving Day for a Line," will soon be off the press. It tells the story in words and pictures and figures—the story of market dominance, of listener dominance, of increased broadcasting leadership in the world's richest market. We have reserved a copy for you. Just write to Station WEAF, New York.



The New Salt Water Way to the World's Richest Market

WEAF

50,000 WATTS
New York
660 KC

KEY STATION OF THE NBC RED NETWORK

Committee Heads Survive Election

No Important Changes Noted In Groups Handling Radio

LEADERSHIP of key Congressional committees handling radio matters remains unchanged by the Nov. 5 election. A survey of election results indicates that although there will be several changes in committee memberships due to resignation or defeat of present members, these changes apparently will not extend to top-ranking committeemen. At any rate, committee memberships will not actually change until the 77th Congress convenes in January.

A least four vacancies will result in the Senate Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.). Senator Neely (D-W. Va.), fifth ranking Democrat on the Committee, was elected Governor of West Virginia; Senator Donahey (D-O.) did not run for reelection; Senator Minton (D-Ind.) was defeated in his race for reelection; Senator Lundeen (FL-Minn.) died recently in an airplane accident. Since Senator Lundeen was classed with the Democrats in the committee membership, all four vacancies will exist in the majority ranks. Among members reelected were Senators Truman (D-Mo.), Andrews (D-Fla.), Austin (R-Vt.), Shipstead (R-Minn.)

House Vacancies

On the House side at least two vacancies will exist in the Interstate and Foreign Commerce Committee, of which Rep. Lea (D-Cal.) is chairman. The defeat of Rep. Ryan (D-Minn.) creates a vacancy in the Democratic membership and that of Rep. Risk (R-R. I.) in the Republican ranks.

Three vacancies will exist in both the majority and minority membership of the House Committee on Patents, headed by Rep. Kramer (D-Cal.). Retiring committee members include Reps. Dunn (D-Pa.), McMillan (D-S. C.) and Church (R-Ill.). Two other minority members, Reps. Luce (R-Mass.) and Marshall (R-O.), were not returned to office. The sixth vacancy, in the majority membership, has existed for some time, with no one appointed to fill it during the present Congress.

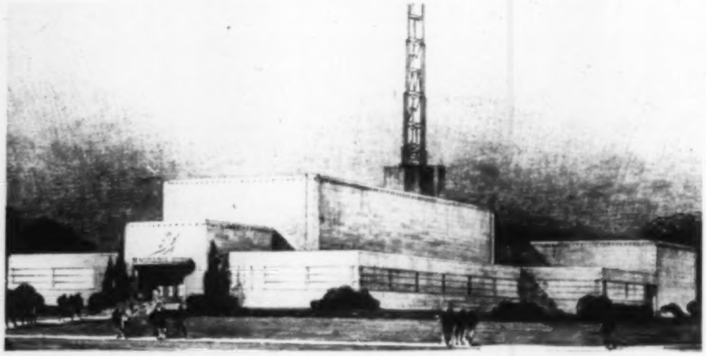
GE Plans New Show

GENERAL ELECTRIC Co., Schenectady and New York, is planning an institutional network program to run this winter as a supplement to the Phil Spitalny *Hour of Charm* broadcasts currently heard Sunday nights on NBC-Red. Although it is understood several musical shows have been auditioned, Maxon Inc., the agency in charge, has not divulged any further details on format, network or time.

AFFILIATION of Whitney Blake Music Publishers Inc., New York, with SESAC, is announced by Paul Heinecke, SESAC president. Copyrighted works of this company, Mr. Heinecke said, now are available for performance under the SESAC license.

WTMJ PLANS NEW BUILDING

Work to Be Started in Spring on Costly Plant For 'Milwaukee Journal' Radio Facilities



Architect's Drawing of WTMJ's New Radio Home

AUTHORIZED to operate in the three major fields of radio—regular broadcast, frequency modulation and television — The Milwaukee Journal Co. has announced plans for a new $500,000 triple-function broadcast plant for WTMJ, its standard broadcast station, W9XAO, experimental FM outlet, and its newly-granted experimental television station. In addition to the studio-office-transmitter structure, WTMJ also is installing a directional antenna array for fulltime 5,000-watt operation on 620 kc. and W9XAO is setting up a new 10,000-watt transmitter to operate on 45.5 instead of its present 42.6 mc.

Architect's drawings for Milwaukee's new Radio City have been completed and options have been taken or purchases made for 30 acres in three different locations near Milwaukee. The present Blue Mound Road transmitter site of WTMJ has been increased to 15 acres, the FM transmitter is to be situated on 10 acres northwest of Milwaukee and the new studio building will be on a five-acre plot.

The Radio City project is not to be started until next spring, although preliminary work has started for erection of two new towers for the WTMJ directional array. The television grant is for Channel 3—66 to 72 mc.—with 1,000 watts, but operation of the visual broadcast station will await completion of the studio structure. Work is to start immediately on the new W9XAO transmitter house and FM antenna, the 200-foot tower on high terrain reaching a height of 1,280 feet above sea level.

The Milwaukee Radio City will contain seven studios in addition to an immense three-story sound stage for television. Space is provided for a 365-seat audience studio and six smaller studios, three each for WTMJ and W9XAO, along with complete pipe organ and motion picture equipment. The building also will house executive and program departments, musicians, announcers, music library, master control desk, shortwave relay equipment and several storerooms and workshops. The T-shaped building is to be 114 feet wide at the front, 170 feet wide at the rear, with a depth of 282 feet. Height ranges from one to three stories. The 500-foot mast antenna for television is to be located atop the building. The television setup, located at the rear of the building, centers around a large sound stage three stories high.

STAY IN CONGRESS

Radio Members Retain Seats For Coming Session

THE several members of Congress identified with radio all survived the Nov. 5 elections and will serve in the next Congress. They are Karl Stefan (R-Neb.), who gained his fame as a newscaster on WJAG, Norfolk, Neb.; Luther Patrick (D-Ala.), who first won prominence as a commentator on WBRC, Birmingham; Frank E. Hook (D-Mich.), who is a director and stockholder in the company owning WJMS, Ironwood, Mich., and WATW, Ashland, Wis.

Former U. S. Senator Clarence C. Dill, co-author of the Communications Act of 1934, was at last reports trailing Mayor Langlie of Seattle in the race for the governorship of Washington State. He was about 3,000 votes behind his Republican opponent, and it was expected that 10 days would elapse before all absentee ballots could be counted and the official decision given.

* * *

According to a Nov. 13 dispatch to BROADCASTING from Seattle, Mayor Langlie was leading Senator Dill by 2,251 votes and the race was to be decided by the counting of 25,000 absentee ballots. The count will not be completed until Nov. 16 at least. The special events department of KJR, Seattle, is making three pickups daily from Seattle's city hall to provide the Northwest's intensely interested audience a running story of the tabulations.

WPEN, Philadelphia, on Nov. 7 renewed its contract with the Broadcast Local No. 28, American Communications Association, CIO. The agreement covers all employes and provides for a closed shop, $2 a week increase for all employes, periodic six-month increases, seniority provisions and return of jobs to all employes drafted into military service.

Advertising Cost For Tobacco 4.9%

FTC Analyzes Financial Data Of Six Large Companies

EXPENDITURES of $51,905,091 for advertising during 1939 by six of the largest tobacco manufacturers of the country and $6,130,637 by seven bread and bakery corporations have been reported by the Federal Trade Commission. The figures were developed by the FTC in connection with its project of collecting annual financial reports on a large number of industrial corporations operating principal industries of the United States.

Although no breakdown of the advertising expenditures into purchase of radio time was available from the FTC, both tobacco manufacturers and bakery corporations are big users of radio time. According to the BROADCASTING 1940 *Yearbook*, the "cigars, cigarettes & tobacco" sponsors during 1939 accounted for $11,668,000 in gross network time sales, plus an estimated $985,474 from January to September, in national non-network time (139 stations).

A Trend Upward

Reflecting a rising trend, the "cigars, cigarettes & tobacco" group accounted for 14% of the 1939 gross time sales of networks, according to BROADCASTING figures. The FTC figures, it is emphasized, cover only six un-named concerns, while the BROADCASTING figures are projected on a full-industry basis.

The FTC reports 1939 consolidated sales for the six tobacco companies of $1,047,390,892, or slightly more than 82% of the $1,272,687,918 total value of products noted for companies in this category during 1937 by the Bureau of the Census. The advertising expenditure accounted for 4.96% of net sales in 1939, with the net sales figure including the cost of revenue stamps. Excluding the cost of revenue tax stamps as a factor in product value, advertising costs amount to 9.86% of net sales, the FTC report indicates.

The seven baking corporations covered in another report accounted for $202,301,826 in aggregate net sales for 1939, as against a total operating outgo of $190,358,874. Of the total expenses, advertising costs amounted to 3.03%.

Wine List Extended

SAN GABRIEL WINE Co., Long Island City, has added WEVD, New York, to its campaign of quarter-hour programs and spot announcements for Colombo wines currently running on stations in metropolitan New York. Because of the increase in sales attributed to the radio campaign, the company is extending the distribution of Colombo wines through New Jersey, Connecticut and Pennsylvania. Agency is Emil Mogul Co., New York.

Roma Wine in Chicago

ROMA WINE Co., Fresno, Cal., is running a 52-week varied schedule of live announcements on WCFL WSBC WJJD WAAF WGES WIND WCAR. Robert Kahn & Assoc., Chicago, placed the business.

Modernized for **FM**

QUALITY
at a new high!

PRICE
at a new low!

Western Electric 23C Speech Input Equipment

No need to wait longer for speech input equipment that's up to the quality standards of FM. Here it is! The Western Electric 23C offers uniform frequency response from 30 to 15,000 cycles—total gain of 96 db.

This new equipment is attractive in appearance...provides a complete audio system in one factory-wired and tested unit...is simplicity itself to install...operate...maintain.

With all the great improvements in quality, you will be pleasantly surprised at the new lower price.

IMMEDIATE DELIVERY

The 23C is ready for delivery today. Wire Graybar now for full details.

Western Electric

Ask your Engineer

Agencies Advised To Accept AFRA Code in Chicago

Combined Committee Favors Commercial Provisions

ANNOUNCING THAT it is in full agreement with the recently signed code covering local commercial broadcasts in Chicago between NBC (WMAQ WENR), CBS (WBBM), MBS (WGN) and AFRA, which went into effect Nov. 3, 1940, the Advertising Agency Section of the Combined Committee of Broadcasters & Advertising Agencies advised agencies to sign immediately and return notices sent out by the broadcasting companies, to signify their acceptance.

The letter stressed that "the provisions of the agreements allow these stations to furnish the services of a staff announcer on local commercial programs without the payment of an additional fee for such services." In no instance, according to a spokesman for the Advertising Agency Section, will an advertising agency have to pay for an announcer on local commercial broadcasts providing it is willing to accept the announcers available at the scheduled time of its programs.

How It Works Out

That portion of the agreement, dealing with announcer's fees follows:

Staff announcers receiving staff salaries of $75 per week or more, and staff announcers whose weekly salary is increased to $75 per week or more, may be required by the company to perform (but not as an actor or singer) on, and read commercial copy on, local programs *without* additional compensation up to the maximum limit of 12 quarter-hour commercial programs per week or their equivalent, including whatever rehearsal is used for such programs within the the staff stretch. For the purpose of determining this service, the following formula shall govern:

Five-minute program is equivalent to ½ of 15-minute program; 10-minute program is equivalent to ¾ of 15-minute program; 30-minute program is equivalent to 5/3 of 15-minute program; 60-minute program is equivalent to 6/3 of 15-minute program.

Beyond these limits, such staff announcers shall receive additional compensation for such services rendered on local commercial programs in accordance with the terms set forth in the Chicago Supplemental Letter, which, to the announcers, provides as follows:

Five-minute—$4 (15-minute rehearsal included); 6 to 10 minutes—$5 (20-minute rehearsal included); 11 to 15 minutes—$6 (30-minute rehearsal included); 16 to 30 minutes—$10 (45-minute rehearsal included); 31 to 60 minutes—$12 (60-minute rehearsal included). Additional rehearsals: $6 per hour but may be computed and paid for in half-hour periods at the rate of $3 per half-hour or part thereof.

Staff announcers whose weekly salary is less than $75 per week shall receive additional compensation for services rendered on *all* local commercials according to the above schedule.

The base minimum salary of $55 per week [BROADCASTING, Nov. 1], involves only the announcing of sustaining programs, the making of station identification, music credit, local spot, time signal and similar announcements, switching and giving switching cues, certifying master copies of continuities and performing similar routine duties for the company which are not part of the services rendered by announcers for sponsors or advertising agencies on commercial programs; and giving voice auditions and participating in company-built auditions for local commercial programs and auditions for network and local sustaining programs.

The letters sent by NBC and CBS, which were mailed Oct. 28, to all agencies on their mailing lists, enclosed copies of the following agreements:

1. A letter agreement with AFRA extending and renewing until and including Nov. 1, 1943, the "Code of Fair Practice for Commercial Network Broadcasting".
2. The Pacific Coast Regional commercial code.
3. The Arbitration Award (affecting Chicago local commercial programs) as amplified by the Chicago supplemental letter.
4. Pertinent provisions of staff announcers agreement referred to in 3(b) of Chicago supplemental letter which read "with respect to your staff announcers who perform on local commercial programs over your stations they shall be governed by the provisions of the staff announcer's agreement entered into between you and AFRA."

MORE THAN 400 radio advertising folk attended the first WJJD-WIND open house Nov. 8 when the Chicago stations' new studios and executive offices, occupying the entire second floor of the Carbide & Carbon Bldg., 230 No. Michigan Ave., were formally inaugurated. Another open house was to be held Nov. 15 to accommodate additional guests. In upper photo (l to r) are Paul Raymer, representative; Herb Sherman, WJJD sales manager; Jack North, time buyer, Aubrey, Moore & Wallace. Lower photo shows Ralph L. Atlass, president of the two stations, in his new office.

MAKING THE CLASSICS CLICK

'Invitation to Learning' Series on CBS Proves Listener Interest in Intellectual Topics

WHEN a weekly sustaining program frankly aimed at the more intellectual listener pulls in 10 to 20 letters daily at the start and at the end of 18 weeks can draw over 435 letters in one day, it looks as though a successful formula has been reached. That is the belief of the CBS Adult Education Board, which planned the educational series *Invitation to Learning* now on 90 CBS stations, Sundays at 4:30 p.m.—the largest network of all Columbia's educational programs with the exception of the *American School of the Air.*

On May 26, 1940, under the guidance of Douglas Coulter, CBS assistant director of broadcasts, and Leon Levine, assistant CBS director of education, the series made its debut for an 18-week experimental period of ad lib discussion of history's great books by three noted speakers. Among the participants were Huntington Cairns, literary critic of the *Baltimore Post*; Allen Tate, head of the writing division of the creative arts program at Princeton U, and Mark Van Doren, Pulitzer Prize poetry winner for 1939, all of whom were selected as the three "regulars" for the series as it started its new 26-week period on Oct. 6.

All Done Ad Lib

The three men gather each Sunday in CBS informal Studio 10, New York, without scripts "to acquaint listeners," as Mr. Cairns says, "with some of the great literary classics, and to renew the interest of those already familiar with them." They sit at a small table with one eight-ball microphone between them. For the first few weeks, the men had cards with their names on hung around their necks as in quiz programs. Now they know each other well, but are advised to mention each other's names whenever possible as it makes for better "programming."

In conjunction with the series, Mr. Van Doren has written a brief outline of each of the 26 books selected for discussion during the fall and winter months. In one week over 2,000 requests were received by CBS for this guide, which is available to listeners for ten cents. Publishers are distributing the booklets to bookstores, while CBS is giving out more than 25,000 placards listing the books and the program schedule to libraries, universities and other cultural centers. The new series is divided into ten sections covering books on politics, ethics, autobiography, fiction, drama, criticism, poetry and philosophy, religion, science and history. As Mr. Van Doren puts it in the preface to the *Listeners Guide*, the books selected are "books which the world has not been willing or able to let die . . . they are more alive than many contemporary books, because they are true; and the fact of their survival through centuries is a guarantee of their form."

Tough on Announcer

Most confused before the broadcasts is Announcer Kenneth Meeker, called upon to pronounce such words as Cicero's "De Officiis," Aeschylus, Machiavelli, etc. Even the program's technical staff, after working on several broadcasts, has started reading the books under discussion along with listeners.

Books are not merely discussed by the trio, but are linked up with current problems. First in the new series was Aristotle's "Politics," which lead to a discussion of how democracy should be conducted; second was Machiavelli's "The Prince," often called a blueprint for dictators and rumored to be Mussolini's favorite work.

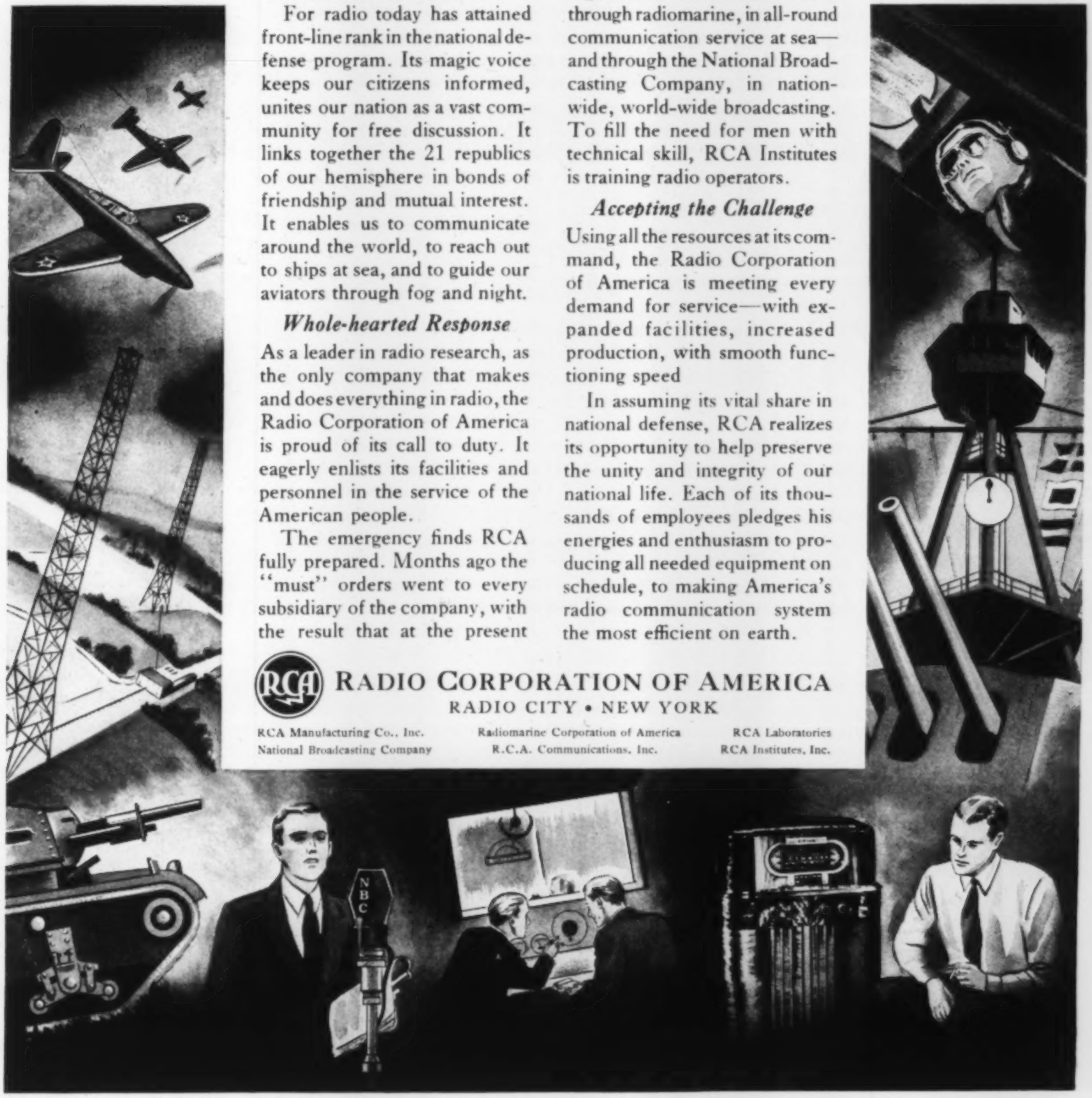
Mail has come in from all 48 states with about 35-40% from women. Letters seem to classify into three groups: one including people who have read all the books—teachers, librarians, ministers—and are glad others are reading them; college graduates who have been unable to continue reading because of business, jobs, families, and a third group of the self-educated who love to read but want guidance in their choice.

Keeping It Sustaining

It has been estimated that the half-hour period, if sold by all the 90 CBS stations now carrying it, would bring in a quarter million dollars for the 26-week period. CBS has, however, promised that a half-hour at a good time (program currently follows the New York Philharmonic concerts) will be withheld from sale for the 26 weeks. Book publishers are naturally enthusiastic about the series. Everyman's which has on its list 23 out of the 26 books, is distributing the Van Doren booklet to bookstores. E. P. Dutton & Co., New York, has arranged for display of the program's posters in 500 bookstores. Leon Levine, who directs the program, reports that 155 public libraries in New York City are setting up special shelves to display the books discussed, and according to Mr. Cairns, informal chairman of the series, Library of Congress officials have reported an unusual demand for the classics since the CBS *Invitation to Learning* made its debut last May.

NBC again this year will broadcast the presentation of the American Woman's Assn. Award for Eminent Achievement, to be made Nov. 18 at the 14th Annual Friendship Dinner of business and professional women's clubs of New York. Among the guest speakers, discussing the theme of "Women's Achievement—Part of a Mosaic," will be David Sarnoff, president of RCA, and Edward Johnson, general manager of the Metropolitan Opera Assn. Guest soloist will be Eleanor Steber, young American soprano, who won the 1939 *Metropolitan Auditions of the Air* contest.

Radio Enlists for National Defense



THE RADIO INDUSTRY has answered the call to national defense with an "all out" acceleration of creative activities. In research, in operation, in production—from blueprint to wavelength—the watchword is Service for the Needs of Uncle Sam!

For radio today has attained front-line rank in the national defense program. Its magic voice keeps our citizens informed, unites our nation as a vast community for free discussion. It links together the 21 republics of our hemisphere in bonds of friendship and mutual interest. It enables us to communicate around the world, to reach out to ships at sea, and to guide our aviators through fog and night.

Whole-hearted Response

As a leader in radio research, as the only company that makes and does everything in radio, the Radio Corporation of America is proud of its call to duty. It eagerly enlists its facilities and personnel in the service of the American people.

The emergency finds RCA fully prepared. Months ago the "must" orders went to every subsidiary of the company, with the result that at the present moment it is making daily contributions through its great laboratories, ceaselessly active in research—through its manufacturing company, in the production of radio apparatus—through communications, flashing message traffic around the earth—through radiomarine, in all-round communication service at sea—and through the National Broadcasting Company, in nation-wide, world-wide broadcasting. To fill the need for men with technical skill, RCA Institutes is training radio operators.

Accepting the Challenge

Using all the resources at its command, the Radio Corporation of America is meeting every demand for service—with expanded facilities, increased production, with smooth functioning speed

In assuming its vital share in national defense, RCA realizes its opportunity to help preserve the unity and integrity of our national life. Each of its thousands of employees pledges his energies and enthusiasm to producing all needed equipment on schedule, to making America's radio communication system the most efficient on earth.

RCA RADIO CORPORATION OF AMERICA
RADIO CITY • NEW YORK

RCA Manufacturing Co., Inc.	Radiomarine Corporation of America	RCA Laboratories
National Broadcasting Company	R.C.A. Communications, Inc.	RCA Institutes, Inc.

CHOSEN as one of the nine "most noteworthy examples of modern architectural design in the vicinity of Richmond" in a recent survey conducted by *Architectural Record* magazine, this new studio building of WMBG, Richmond, Va., is pictured in the November issue of the architects' magazine. The $75,000 WMBG building was dedicated Dec. 25, 1938. Exterior is of limestone and glass brick, and the plant is RCA-equipped throughout. Participating in design and construction were W. H. Rhodes, architect; Nathan D. Thorington, contractor; Hampshire & Decker, acoustical engineers; Capt. H. Ledyard Toole, director of studio design of the Pittsburg Plate Glass Co., interior decorator.

RADIO AS A DEFENSE FACTOR

Miss Elliott, of Advisory Commission, Praises Informative Achievements of Medium

HAILING broadcasting as "an educational, news and defense service combined," Miss Harriet Elliott, in charge of the Consumer Protection Division of the National Defense Advisory Commission, pointed to radio as a principal factor in national defense along "the home line front" in a Nov. 3 address broadcast on WBIG, Greensboro, N. C. Miss Elliott emphasized the role of free radio in informing and educating consumers.

"Adult study programs, community meetings, radio forums, and library services can be expanded or started to add to the effectiveness of your individual and community life," Miss Elliott declared, suggesting various fields for expanded educational activity. "Many localities already have programs under way to give their people added proficiency in nutrition, nursing, child-care, special manual skills, and in active citizenship. A little effort and characteristic American cooperation can develop similar activities to every community. And let us add to these full public discussion of the issues facing us, through all available channels. In many countries this essential right of free men has disappeared with the light of freedom and reason.

Democracy in Action

"It is indeed fitting that I should be saying these things to you over the radio. Broadcasting, as we know it in the United States, has become a fundamental instrument and privilege of democracy. It is a demonstration of democracy in action. In America the radio has performed a valiant service in helping to educate us in the meaning of democracy and good citizenship.

"Besides the dissemination of timely news, the presentation of educational and cultural programs, and the offering of entertainment, radio has a definite responsibility in the present emergency to prepare America for total defense. Radio stations can cooperate with local organizations in the promotion and protection of human welfare in the communities they serve. They can encourage broadcasts by dietitians and food experts who can inform us what protective foods to eat and how to prepare them. They can help us develop physical fitness.

"Daily market news broadcasts are needed to tell housewives which foods are plentiful and good buys. Experienced market news reporters can readily determine what the retail stores will be offering in abundance by studying the early morning supplies in the local wholesale produce markets. Passing this information on to the people of a community is an important public service which radio stations can perform. I am glad to commend the very station over which I am speaking for giving a curb market news service to the consumers in this locality.

"Every community should seek cooperative action betwen radio station, market place and consumer to give the public a daily description of the overall food supplies available, in addition to impartial information on the best food purchases of the day. If this service is tied in with up-to-the-minute suggestions for balanced menus and food preparation, planned and broadcast by trained home economists and food experts, the home line front will have basic knowledge for fortifying our much needed human defenses."

OLDEST network sustaining program, *Major Bowes' Family*, heard Sundays 11:30 a.m. to 12:30 p.m. on CBS, starts its 19th year on the air Nov. 17.

BIG DAY FOR WAVE

New Transmitter Opened on Election Day

ELECTION DAY, Nov. 5, was a double-barrelled event for WAVE, Louisville. In addition to its full schedule of election broadcasts, the station inaugurated operation with 5,000 watts power from its new transmitter three miles north of Jeffersonville, Ind. The station, headed by George W. Norton Jr., president, and Nathan Lord, general manager, has operated heretofore with 1,000 watts on 940 kc.

WAVE has installed a new RCA 5-B transmitter and a second Blaw-Knox vertical radiator at the new location. The complete installation was accomplished in less than five months. Mr. Lord said the power boost came opportunely since national defense expenditures in the Louisville trading area authorized by the Federal Government aggregate $91,500,000, and assure Louisville of an annual payroll increase of $42,892,000.

FOUR N. Y. STATIONS SIGN ACA CONTRACT

LOCAL 16 of the broadcast department of American Communications Assn., CIO affiliate, recently signed one-year collective bargaining agreements with four New York stations, WBNX, WHOM, WNEW and WHN. Among clauses included in all four contracts are: Forty-hour, five-day week with time-and-a-half for all overtime; two weeks vacation for employes with more than one-year's service; sick leave pay ranging up to four weeks, and protection of seniority and job guarantees in event an employe is conscripted.

Salary for technicians at WBNX is $50 per week, while announcers have a sliding scale starting at $45 with $2.50 per week increase at six-month intervals. WHOM's chief engineer receives $75 per week, with technicians at $45 minimum with $2.50 per week increase every six months. ACA plans to open negotiations with WHOM for a contract covering announcers.

For technicians at WNEW a $42-per-week minimum is set with a $2 increase every six months. Supervisors start with $70 with $2 increases annually. Technicians at WHN receive from $42.50 up to $62, supervisors starting at $70.

SCOTT HOWE BOWEN, owner of WIBX, Utica, N. Y., has applied to the FCC for a new 250-watt station in Rome, N. Y.

Payless Hill-Billy Shows Permitted

Wage-Hour Exemption Holds If Benefiting Themselves

INDICATING that stations would not be required to pay hill-billy acts and other performers on sustaining programs, so long as their service is voluntary and they are performing for some benefit to themselves, officials of the Wage & Hour Division of the Department of Labor recently settled the principal remaining controversy over application of the Fair Labor Standards Act to broadcast operators. Agreement on this point was reached at a Nov. 6 meeting between Wage & Hour Division attorneys and Joseph L. Miller, NAB labor relations director.

Although the Wage-Hour officials did not concede that all such performers were not employes of the station, they indicated the Division, for the time being at least, would not prosecute any station for failure to pay them the minimum wage dictated by the Fair Labor Standards Act. They said that if it was decided later that these performers should be included under the Act, the industry would be given adequate notice and no prosecution would be retroactive.

According to the latest interpretation, supplementing earlier rulings regarding sustaining performers [BROADCASTING, Oct. 1, 15, Nov. 1], performers need not be paid who: (1) Were not customarily paid or were in the category of performers not customarily paid; and (2) whose performances were voluntary; and (3) who derived some benefit (plugs, self-promotion, etc.) from their performances.

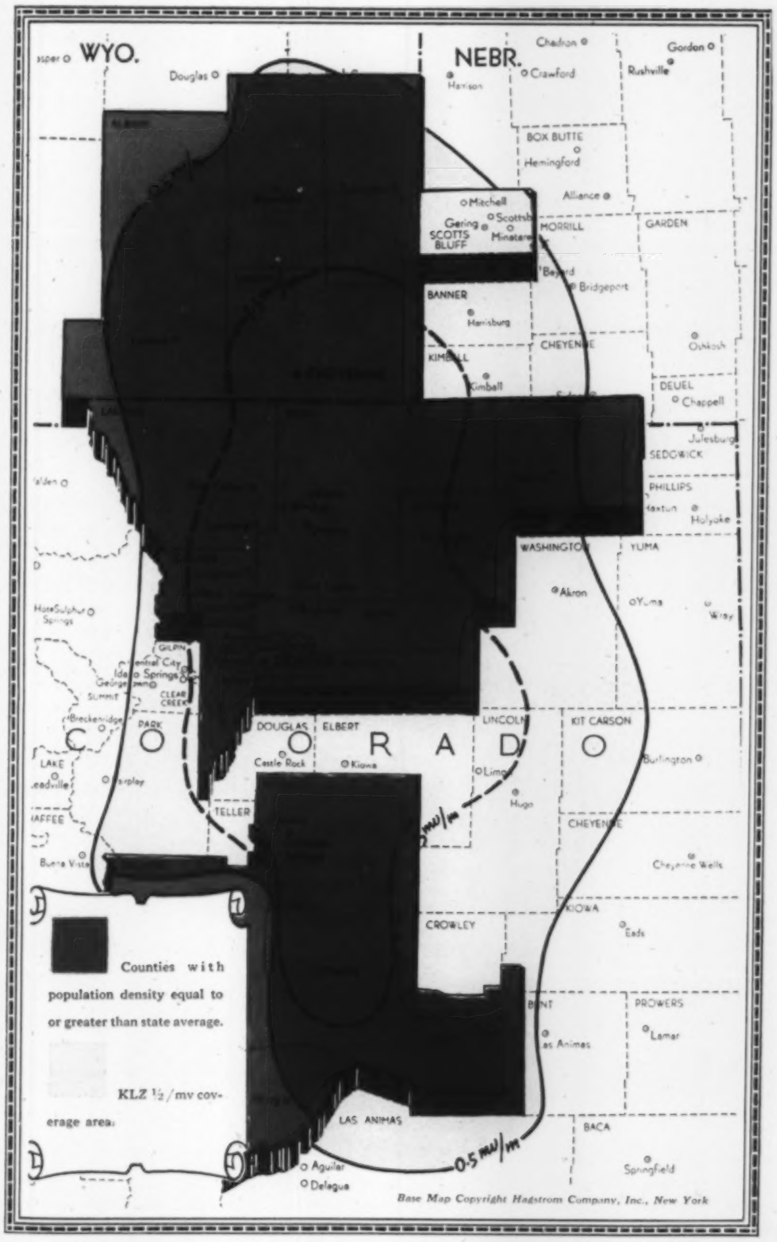
Another interpretation of a different wage-hour problem faced by broadcasters, classification of "student announcers", was advanced Nov. 2 by Rufus G. Poole, assistant solicitor in charge of opinions and review for the Wage & Hour Division. According to Mr. Poole's interpretation, a college student not being specifically trained in radio at the school does not qualify for exemption.

Even as a "fill-in announcer", so long as he performs actual work for the station, he must be classed as an employe of the station, subject to provisions of the Act, Mr. Poole indicated. In his inquiry, Mr. Miller had cited this case as a parallel fitting the exemption granted journalism school students working for experience on a newspaper, covered in a September interpretation.

WAVE elected Election Day to dedicate its new 5,000-watt transmitter for greater Louisville service. This building houses the new 5,000-watt RCA transmitter, with one of the two Blaw-Knox towers at the right.

KLZ's *Directed* Coverage Is

Coverage where it Counts


WYO.
NEBR.
COLORADO
Douglas
Chadron
Crawford
Harrison
Rushville
Gordon
BOX BUTTE
Hemingford
Alliance
Mitchell
Gering
Scottsbluff
SCOTTS BLUFF
Minatare
MORRILL
GARDEN
Bayard
Bridgeport
BANNER
Harrisburg
CHEYENNE
KIMBALL
Kimball
Oshkosh
DEUEL
Chappell
Julesburg
SEDGWICK
PHILLIPS
Haxtun
Holyoke
WASHINGTON
YUMA
Akron
Yuma
Wray
Hot Sulphur Springs
GILPIN
Central City
Idaho Springs
Georgetown
SUMMIT
CLEAR CREEK
Breckenridge
PARK
DOUGLAS
ELBERT
LINCOLN
KIT CARSON
Castle Rock
Kiowa
Limon
Hugo
Burlington
LAKE
Leadville
Fairplay
CHAFFEE
Buena Vista
TELLER
CHEYENNE
Cheyenne Wells
KIOWA
Eads
CROWLEY
BENT
PROWERS
Las Animas
Lamar
LAS ANIMAS
BACA
Springfield
Aguilar
Delagua
0.5 mv/m
Counties with population density equal to or greater than state average.
KLZ ½/mv coverage area.

Base Map Copyright Hagstrom Company, Inc., New York

- ★ **Population is thickest**
- ★ **Buying is heaviest**
- ★ **Selling is most profitable**

KLZ's intensified and directed power is etching a new picture of radio efficiency and effectiveness throughout the Denver-Rocky Mountain region.

Inside KLZ's revised ½mv contour 93% of the population of eastern Colorado lives . . . and eastern Colorado is where the bulk of the state's population is concentrated, where the bulk of the state's business is transacted.

By no means, however, is KLZ's effective coverage hemmed in by this definitely established boundary. For KLZ's mail count brings regular response from points high up in the Rockies, from consistent listeners in southeastern Wyoming and western Nebraska.

KLZ offers a power that penetrates, a programming that pleases. Sponsors who are taking advantage of this combination are finding it a swift, sure means of gaining entrance to the homes of the Denver-Rocky Mountain area . . . the places where their selling must be done.

KLZ *Denver*

CBS Affiliate — 560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

save $2

by subscribing NOW you get BROADCASTING Weekly

(52 issues plus the Yearbook Number)

at the old $3 rate

..but we must have your subscription
or renewal subscription NOW.
After January 1, subscription rates
increase to $5 a year--$8 for two years.

BROADCASTING
BROADCASTING

BROADCASTING Weekly is your perfect Christmas gift to ALL your friends in Radio. They'll value it every week in the year. Rates as low as $1.50 for 52 issues, plus the 1941 YEARBOOK number (when you order 10 or more gift subscriptions). Use Christmas order card in this issue. We'll pay postage.

SICKLES OF WWSW WINS DAVIS MEDAL

WALTER SICKLES, announcer of WWSW, Pittsburgh, is the 1940 winner of the H. P. Davis Memorial Announcers Award, presented each year in an anniversary broadcast over KDKA by Mrs. Davis in memory of her husband. Mr. Davis was vice-president of Westinghouse in charge of radio operations and collaborated with Dr. Frank Conrad in pioneering broadcasting and establishing KDKA. He also was the first chairman of the board of NBC when Westinghouse was part owner of the network organization.

Mr. Sickles

The award, a gold medal and $150 cash, is made by a board of judges to the announcer of any Pittsburgh station considered outstanding because of personality, diction, adaptability, voice, versatility and maintenance of high standards in handling programs. The 1940 judges were Vincent Johnson, radio editor, *Pittsburgh Post-Gazette*; Si Steinhauser, radio editor, *Pittsburgh Press*; Mrs. Richard Rauh, actress of the Pittsburgh Playhouse; Earl G. Hadley, instructor of Dale Carnegie speech courses; Robert Garland, Pittsburgh Chamber of Commerce.

First honorable mention went to William Hinds, KDKA, and second honorable mention to Bob Donley, WCAE.

Previous awards were won by Fred Webber, KDKA, 1933; Bill Sutherland, KDKA, 1934 and 1936; Tony Wakeman, WJAS, 1935; Ken Hildebrand, KQV, 1937; Bill Beal, KDKA, 1938; David Garroway, KDKA, 1939.

Food-Drug Law Changes For Canada Are Studied

CANADIAN food and drug advertisers are studying amendments to the Food & Drug Act, which go into effect Jan. 1, 1941. They deal mainly with advertising of vitamin content in foods and drugs. No changes in the Canadian Broadcasting Corp. regulations as to script for food and drug advertising are contemplated, the present regulation covering the new amendments.

Under the new amendments claims for vitamin content are allowed within strict limitations; testimonials regarding the action of vitamins may not be used; no assurances may be made regarding results obtained by vitamin medication.

Under present regulations food and drug copy must be submitted to the Department of National Pensions & National Health at Ottawa either direct or through the CBC, which has arranged for a referee board of three members of the department to handle complaints from advertisers after department officials have gone over the copy. It is not expected the new amendments will change this method of checking copy.

WWDC are the call letters of the new local in Washington, D. C., granted to the Capital Broadcasting Co. Oct. 29 [BROADCASTING, Nov. 1].

WLAW Joins CBS

WLAW, Lawrence, Mass., was to join CBS Nov. 17 as a member of the Basic Supplementary Group and the network's 122d station. On the same day WLAW begins fulltime operations with its new power of 5,000 watts on 680 kc. Base network rate for an evening hour has been set at $100 for advertisers whose CBS hookups also include WEEI, Boston, and at $140 for advertisers not also on WEEI.

Join NBC in Miss.

WGRM, Greenwood, Miss., and WSLI, Jackson, Miss., on Nov. 3 became affiliates of NBC's Blue Southern Group, available as a package at $80 per evening hour. WGRM is owned by P. K. Ewing, manager of WDSU, New Orleans, and operates on 1210 kc. with 250 watts unlimited time. WSLI, owned by the Standard Life Broadcasting Co., operates on 1420 kc. with 250 watts unlimited. With these two stations, NBC's affiliates total 206.

Join McClatchy Net

KYA, San Francisco, and KQW, San Jose, Nov. 15 will be available as optional outlets for advertisers using the California Radio System, according to Howard Lane, manager of the McClatchy-operated network. Addition of the two outlets brings the regional network's roster to 12.

Al Warner Given Award For Radio News Writing

NEW recognition of radio as a news medium was given this month when Sigma Delta Chi, professional journalistic fraternity, gave its first award for radio news writing to Albert Warner, CBS Washington correspondent. The award was one of five made by a committee of judges for general reporting, editorial writing, foreign correspondence, Washington correspondence and (added for the first time this year) radio news writing. It is to be presented Nov. 16 at the fraternity's annual convention in Des Moines.

Mr. Warner

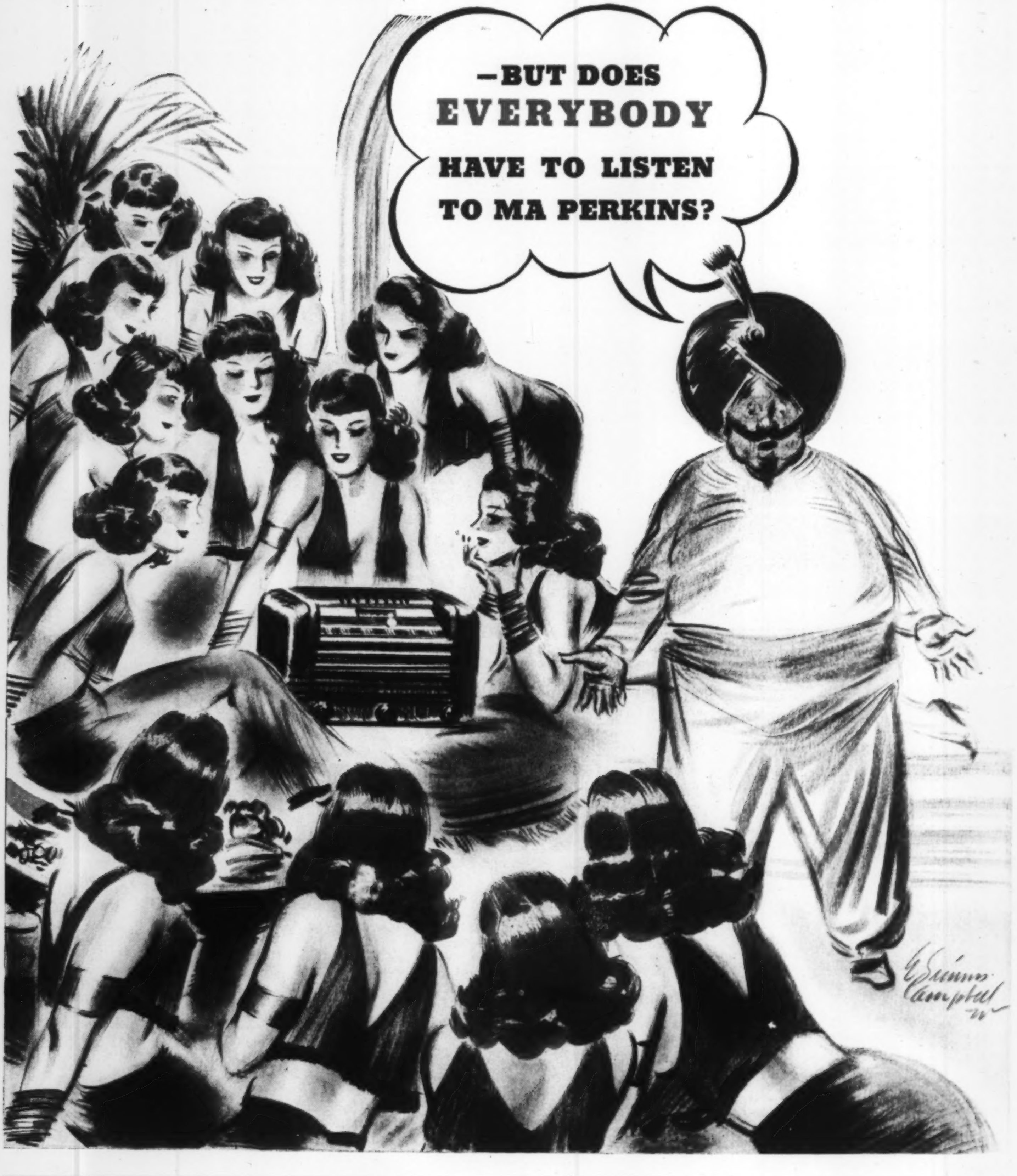
Sigma Delta Chi accepts for membership on college campuses those undergraduates planning to make journalism their career and qualifying as newsmen by reason of their campus activities. Judges of the 1940 contest were Roy Roberts, managing editor, *Kansas City Star;* Paul Scott Mowrer, editor-in-chief, *Chicago Daily News;* John W. Owens, editor-in-chief, *Baltimore Sun;* Arthur Krock, *New York Times;* Frederic William Wile, *Washington Star.*

Gets RCA Fellowship

DR. THOMAS F. ANDERSON, researcher in biology, surface chemistry and spectroscopy and instructor in physical chemistry at Wisconsin U., has been appointed by the RCA Fellowship Committee to receive the RCA Electron Microscope Fellowship. Dr. Anderson will devote a year to research with the microscope at the RCA research laboratories in Camden.

When you think of
NEW ORLEANS
you think of:
GENERAL JACKSON
and
the Battle of New Orleans

and
WWL
NEW ORLEANS
50,000 WATTS
The greatest selling POWER in the South's greatest city
CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.


—BUT DOES EVERYBODY HAVE TO LISTEN TO MA PERKINS?
E. Simms Campbell

Here is a find for any business sultan! MORE women . . . MORE sales . . . MORE

Sorry, Sultan...Today, they're all part of the largest woman audience ever assembled in this country...the women who listen by preference to NBC RED Network!

What man doesn't love a female audience? But when that man is a Time-Buyer, it's more than a matter of ego to him; it's a matter of Repeat Business. And when that man is the Client, it's the Life-Blood of his industry.

For *women*, as provable research shows, control 80 to 90 percent of *all the purchases made in America* . . . either untie the purse-strings themselves, or control the choice of the product. Under their madcap hats lies a brain so shrewd and practical it's the calculating machine of the nation . . . as exact as any cash-register.

Tell your story to *more* women . . . and up, up go your sales . . . NBC RED gives you *more* women listeners than any other network . . . More women . . . more sales. Just take a look at the figures. NBC RED has the *first seven peak-popular daytime* programs . . . the programs women all across the country listen to *most*. And women don't forget the network that brings them such pleasing programs. They keep listening right on through the day . . . keep turning back to RED stations.

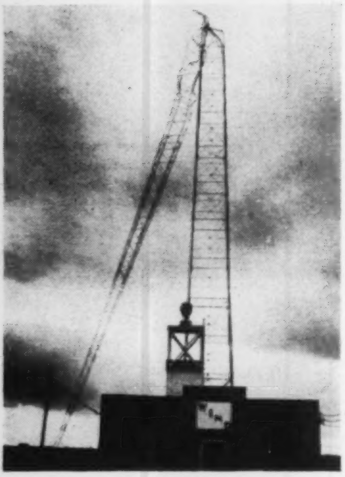
Yes, it's a fact . . . for the recent "All County Census of Radio Listening Habits" reveals that during the day the RED Network is listened to most by 36.9% more families than any other network. What's more, at night 41.7% more families "listen most" to the RED than to any other network.

So, it's easy to see that anytime—morning, noon or night—is profitable time . . . on the RED! National Broadcasting Company. A Radio Corporation of America Service.

ORE

profits for the man who puts his radio dollars on NBC RED!

NBC
Red
NETWORK
THE NETWORK MOST PEOPLE LISTEN TO MOST



357-FOOT ANTENNA of WIND, Gary, Ind., was gone with the 65-mile-per-hour wind, the worse to hit the Midwest since 1898, on Nov. 11. Located five miles west of Gary, the antenna was one of three erected a number of years ago. The station was off the air for only 35 minutes, auxiliary equipment coming to the rescue.

Razed by Gales

ANTENNAS of at least three midwestern broadcast stations were toppled by the winter's first storm which whipped through the middle west November 11, according to advices reaching the FCC. The 733-foot tower of WJR, Detroit, was demolished, while WIND, Gary, Ind., and WKZO, Kalamazoo, Mich., also reported damage to vertical radiators. After the WJR accident, WMBC, Detroit local, carried the station's CBS programs while two temporary telephone poles were erected, pending restoration of the steel structure. WIND and WKZO obtained FCC permission to broadcast temporarily with only one antenna of their respective directional arrays until repairs were completed.

ASCAP Deletions

KFI-KECA, Los Angeles, on Nov. 1 eliminated all ASCAP music from sustaining programs. Broadcast Music Inc., and public domain music are being used. Policy was instituted at this time, according to Harrison Holliway, general manager, to avoid last minute confusion should the breach between broadcasters and ASCAP be carried over past the first of next year, when current contracts with stations expire. KFI-KECA are the first West Coast stations to institute this policy in favor of BMI. A Dec. 1 deadline on elimination of ASCAP music from sustainings has been adopted by BMI membership generally.

WIP, Philadelphia, started Nov. 8 to restrict to 50% the ASCAP music to be played on the station, the ruling affecting the playing of records and transcriptions in addition to the studio orchestra and dance remote programs. BMI and public domain music comprises the other 50%.

Cornell's 'Network'

AFFILIATING with Intercollegiate Broadcasting System, the Cornell U Radio Guild has started CRG, a miniature station serving campus dormitories and other buildings. The station, operating under sanction of Cornell's board of trustees and the FCC, has purchased new equipment and installed studios in Willard Straight Hall, the university union. In addition to a regular four-hour daily program schedule, dance music is carried Saturday nights. Programs are sent over telephone lines to oscillator units in dormitories and fraternities or rooming houses, with listeners paying a rental charge and installation fee for the oscillator. Programs are tuned on an ordinary radio. Students operate the station under a five-department setup.

Fire Destroys Station

FIRE completely destroyed the studios, transmitter and all equipment of KAWM, Gallup, N. M., Oct. 27, and reconstruction of the station is now awaiting FCC action on an application to transfer its ownership to A. W. Barnes, publisher of the *Gallup Independent*. If the application is granted, Mr. Barnes contemplates rebuilding the entire plant, using Gates American equipment throughout, according to Eugene Colley, commercial manager. A. W. Mills, local electrical contractor, is the present licensee.

Standard Station Gutted

THE BUREAU of Standards station at Beltsville, Md., WWV, was destroyed by fire Nov. 6 but will soon be replaced. The station was used to transmit standard frequencies by which radio stations could calibrate their own transmissions. It was automatic and unattended except for maintenance, and the equipment was eight years old.

MAN BITES DOG
Owners of Safford Station Start Newspaper

AFTER little more than two years of operation of KGLU, Safford, Ariz., its owners decided that the little community, boasting only a weekly newspaper, should have a daily. Accordingly, on Nov. 10 they inaugurated the *Safford Daily News* with full leased-wire facilities of UP. Needless to say, the newspaper will work in close collaboration with the station, which is an affiliate of the Arizona Broadcasting Co. network keyed from KTAR, Phoenix, and which recently became an NBC supplementary outlet.

Owners of the newspaper are the same as the owners of KGLU, in which Louis F. Long, local theatre owner, holds 70% interest; Joseph W. Greenhalgh, insurance and realty man, 10%, and Spencer W. Kimball, also an insurance and realty man, 10%.

While there are nearly 300 broadcasting stations owned in whole or part by newspapers interests, there have been few cases where radio station owners have established or acquired newspapers. One instance is the *Clay Center Sun*, which is owned by Herb Hollister and Don Searle, owners of KMMJ, Grand Island, Neb. KMMJ until about a year ago was located in Clay Center.

COMMENTARIES by Johannes Steele, noted commentator and analyst, are being syndicated via transcription by Radio Attractions, New York, for presentation by subscribing stations as a quarter-hour five times weekly series. NBC Radio-Recording Division records Mr. Steele's daily broadcasts on WMCA, New York, each evening and ships the discs via air express to subscribers. Local distributors of the General Tire Co. have signed for the programs on WBNS, Columbus, and WTRY, Troy, and other sponsors are being lined up.

BACK ON THE AIR only 12 hours after its 733-foot steel antenna tower had collapsed in a 78-mile gale Nov. 11, WJR, Detroit, was using this wooden pole setup, erected amid the wreckage of the giant tower. Within an hour after the collapse at 4:45 p.m. WJR programs were back on the air on the WMBC transmitter, and by 5:30 the next morning WJR was ready to resume operations under its own power, using the temporary setup, rushed to completion in a biting gale with the aid of Detroit Edison Co. linemen. WJR also made temporary use of WXYZ's auxiliary transmitter while engineers were getting the bugs out of the emergency installation, but before the day was out the station was back on the air on almost full 50 kw. power and Engineer M. R. Mitchell was getting congratulatory telegrams from all over the country. Although rebuilding of the antenna presents unusual problems, arising out of the steel situation because of defense construction, Manager Leo Fitzpatrick indicated that work could be completed within 60 days.

Third Dimension Effect on Films
RCA's Fantasound Process Gives Realistic Result

NEW technique in reproducing sound-on-film named "Fantasound" was demonstrated Nov. 13 with the New York premiere of Walt Disney's "Fantasia" at the Broadway Theatre. The system, developed after three years of work by Disney and engineers of RCA Mfg. Co., projects a complete third-dimensional effect of sound and music throughout the specially-equipped theatre.

The realistic effect of sound actually moving with all action on the screen is accomplished by the use of strategically located loudspeakers in the theatre and special sound control tracks. When, for example, a bee buzzes into the scene to circle around the screen and off again, loudspeakers automatically cut off and on to follow its progress, giving the impression that the bee is traveling all around the theatre.

Prior Tests

A part of the new system, described as "multiple channel recording", was first used by RCA engineers in the 1937 production of the picture "One Hundred Men and A Girl", in which Leopold Stokowski conducted the music as he does in "Fantasia". Early in 1938 Disney decided to do a similar job in the pictorial interpretation of Dukas' "The Sorcerer's Apprentice", with RCA handling the recording work. After production, the film proved so interesting it was decided to include other musical compositions and make it a full-length feature, incorporating the sound control track idea.

More than 420,000 feet of music by the Philadelphia Orchestra was recorded, with 18,000 feet finally selected. RCA engineers simplified the system to the point where only four tracks were necessary, three for sound and one for control, which through the employment of different frequencies are combined into one. In reproduction, they are separated by filters. RCA also constructed a special optical enlarging printer, which records the four sound and control tracks simultaneously on the same strip of film, and a special reproducer for use with the sound tracks.

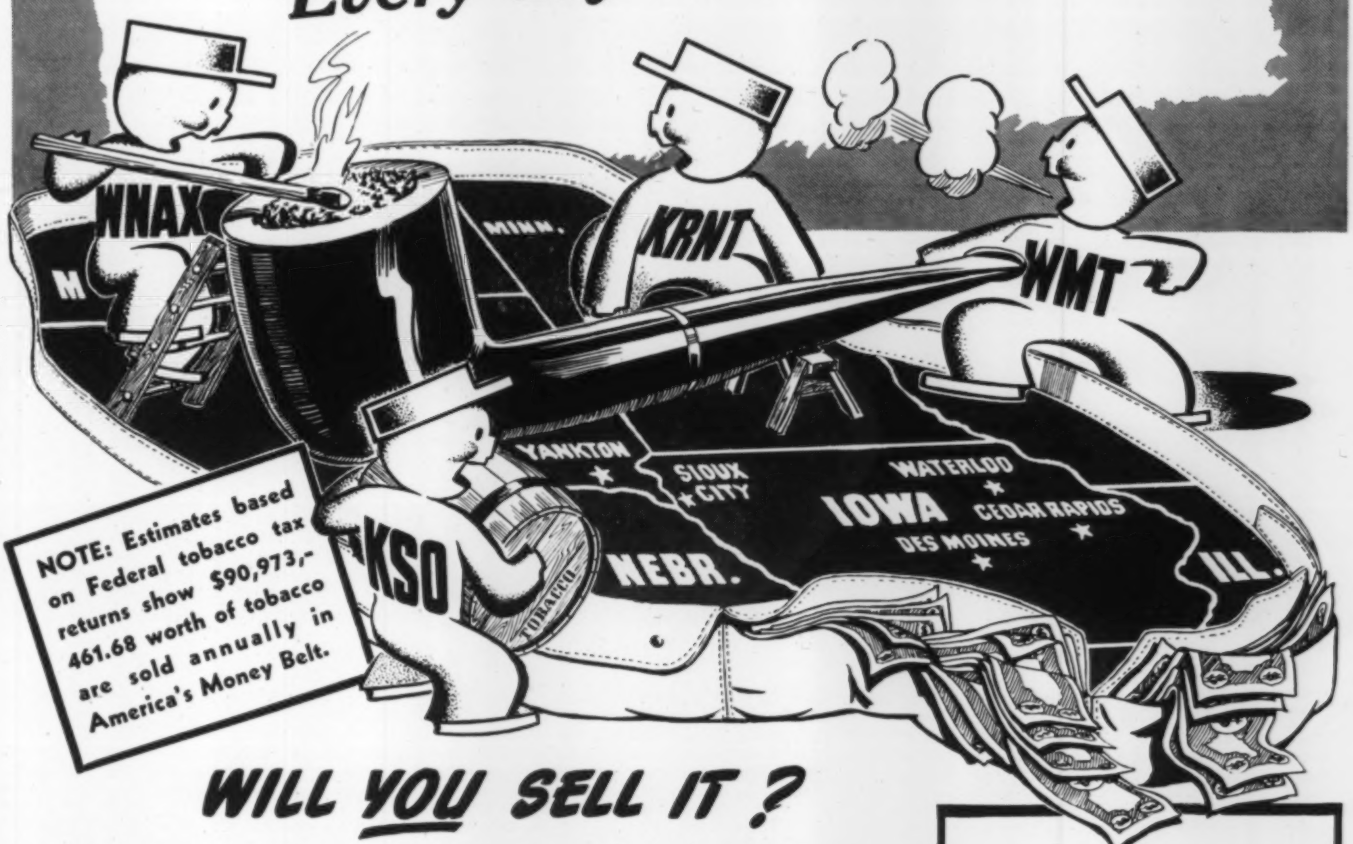
"Fantasound" is not to be restricted to the Broadway Theatre in New York, RCA reports, as 12 reproduction machines have been constructed for the road performances of "Fantasia" in the nation's 76 largest cities.

Purity Bakeries

PURITY BAKERIES Corp., Chicago, for Taystee Bread is testing a thrice-weekly quarter-hour radio version of the well-known comic strip "Mandrake the Magician" on three stations, KWK, St. Louis; WOR, Newark, and WLAC, Memphis. If the test, which started Nov. 11, proves successful, more markets will be added later in the year. Arrangements with King Features Syndicate for the sale of the strip to Campbell-Ewald Co. of New York, the Purity agency, were made by Henry Souvaine, New York program producer.

WANTED... *in "America's Money Belt"*

$249,187.00 worth of tobacco *Every day* for 365 days!



NOTE: Estimates based on Federal tobacco tax returns show $90,973,461.68 worth of tobacco are sold annually in America's Money Belt.

WILL YOU SELL IT ?

TO MEN who know tobacco best, it's a pipe that where there's smoke, there's sales.

Here in America's Money Belt, where each year folks spend more than ninety million dollars to turn tobacco into smoke, the air is fairly blue with this money-making haze.

We'll blow some *your* way with a few puffs from The Cowles Stations . . . four voices in the middlewest that cover America's Money Belt like a smoke screen from the rolling Mississippi to the rangy Black Hills.

This broad, fertile land is also a rich, ripe market for you who sell drugs, foods, beverages, cosmetics, soaps and dozens of other things. And, now, with business and agricultural conditions better than ever, Money Belt people will be buying more than ever.

Use The Cowles Stations, in America's Money Belt, where sales are smoking hot.

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail Tobacco Sales in America's Money Belt

Cigars	$13,738,148.93
Cigarettes	59,219,534.00
Chewing & Snuff	5,324,353.37
Smoking Tob.	12,691,425.38
Total	$90,973,461.68

The Cowles Stations

WMT CEDAR RAPIDS WATERLOO ★ **KRNT** DES MOINES ★ **KSO** DES MOINES ★ **WNAX** YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

Radio Newsmen Invited To Become Members of Correspondents' Group

WITH 25 associate members already on its rolls, the Radio Correspondents Assn., organized in Washington last year to promote interest of radio news reporters in the capital, has issued invitations to all accredited radio newsmen to become associate members.

Albert L. Warner, association president and Washington commentator for CBS, has advised all stations of the availability of associate memberships to their newsmen, which would entitle them to radio gallery privileges in Congress and to admission to White House and all other Government press conferences. Associate members must be persons whose chief occupation is gathering, editing or reporting news for radio. Dues are $2 a year.

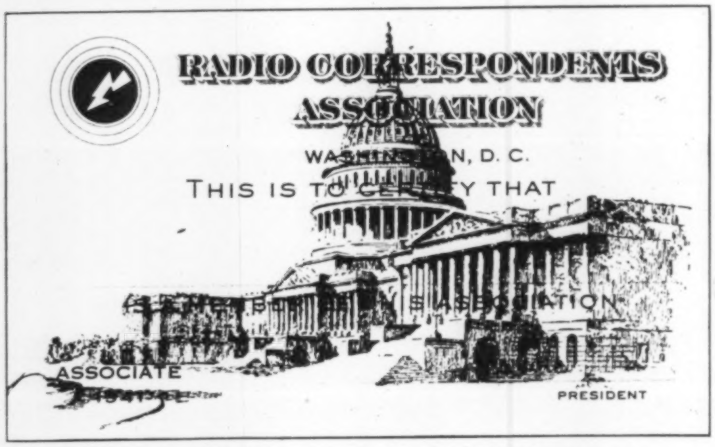
Mr. Warner said no campaign for members is being made, but the voluntary memberships received during recent weeks indicate the desire of many radio reporters to join the association. Associate members, if visitors in Washington, would have the privileges of the radio gallery in Congress and also would be welcome to the annual radio correspondents' dinner to which the President, Cabinet members, Congressional leaders and the chiefs of the major political parties are invited.

The active membership of the association now totals forty. Associate members recently enrolled include: Paul White, Elmer Davis, George Fielding Eliot, Robert Trout and Robert Wood, CBS; Lowell Thomas, A. A. Schechter, H. V. Kaltenborn, John W. Vandercook, Milton Burgh and Don Goddard, NBC; Dave Driscoll and Raymond Gram Swing, MBS; Herbert Moore, Transradio Press; Peter Grant, WLW, Cincinnati; Rex Davis, WCKY, Cincinnati; Burt Blackwell, WAVE, Louisville; Julian T. Bentley and Ervin Lewis, WLS, Chicago; Leland L. Chesley, KWK, St. Louis; William Winter, WBT, Charlotte; Erle H. Smith, KMBC, Kansas City; Brooks Watson, WMBD, Peoria; Charles G. Shaw, KTSA, San Antonio; Matthew Gordon, CBS, New York; I. R. MacFarlane, WFMD, Frederick, Md.

CBS Dance Remotes

CBS resumed its late evening programs of remote dance band pickups on Oct. 30, following signing of a contract between WGBI, CBS outlet in Scranton, and the Scranton local of the American Federation of Musicians. For the previous 16 days CBS has used studio programs in the midnight hours, AFM President James C. Petrillo having ordered bands not to play for CBS until the Scranton situation had been ironed out. WADC, CBS Akron station, was originally involved in the AFM order but reached an agreement with its local within four days.

IN RESPONSE to appeals from CBS listeners to hear the CBS Philharmonic Symphony Orchestra in person, the network has extended the tour schedule 2½ weeks. The first concert on Nov. 18 will take place in York, Pa., and the tour will close Dec. 5 in Springfield, Mass., making a total of 17 concerts in 16 cities.



RADIO CORRESPONDENTS ASSOCIATION

WASHINGTON, D. C.

THIS IS TO CERTIFY THAT

IS A MEMBER OF THIS ASSOCIATION

ASSOCIATE

[illegible]

PRESIDENT

Membership Card Available to Radio Newsmen

RADIO IN THE ALASKAN WAY

Sporadic Reception From United States; Stations Seek Disc Rebroadcasts for Territory

THINGS are different in Alaska, according to C. B. Arnold, manager of KINY, Juneau, who told the recent NIB convention that where he comes from 85% of the programs are either phonograph records or transcriptions. None of the Alaskan stations are affiliated with an American network, he said, and consequently when KINY broadcast its first *Kraft Music Hall* program last spring the event took on the proportions of a national holiday.

Show is recorded at the time of its network broadcast and the transcription shipped to Alaska by air express for broadcasting there nine days later. A similar arrangement has just been completed with Thomas J. Lipton which will bring the *Helen Hayes Theatre* series to the KINY audience. Both of these programs are handled by Young & Rubicam, New York.

Alaskans are largely dependent on their local stations, Mr. Arnold stated, explaining that they can hear United States stations only after dark—which means after 11 p.m. during the summer—and only when meteorology conditions are absolutely correct, which they are not during most of the time, he added. About 30 American advertisers are now sponsoring programs or announcements on Alaskan stations, he said, and following the successful reception of the Bing Crosby series he expects that the Jack Benny, Kate Smith and other major network programs may soon be heard, via transcription, in Alaska.

Emergency Service

Because of the wildness of the country and the lack of point-to-point communications, the Alaskan broadcaster gets many calls for emergency service, Mr. Arnold said, and frequently will interrupt his entertainment to ask trappers in a certain territory to go to a place where a river party has been caught in an ice jam and notify them that a rescue party will meet them at such and such a spot, as was recently done, or to perform other special communications service. In the instance cited, KINY had been told of the strandees by an airplane pilot who had seen them as he flew across the land on his way to Juneau.

Broadcasts of tribal songs and rituals in the Thinglet language have given KINY a large following among Alaskan Indians, Mr. Arnold said, explaining that they had previously shunned the radio as an instrument that spoke only the white man's language but had become intense fans when they heard their own language coming from the speaker.

KINY is opening new studios in Juneau early in November, he stated, designed and built by Vincent I. Kraft, chief engineer, who has assembled the equipment from various sources to meet special needs of the station. Present studios, on the outskirts of the city, are located over a gold mine, Mr. Arnold explained, and discovery of a new vein might find the ground taken right out from under the station.

F. P. Douglas Is Named As KMOX News Chief

FRANCIS P. DOUGLAS, for the last 16 years city editor of the *St. Louis Globe-Democrat*, has been named director of the KMOX news department and the station's chief news analyst, according to an Oct. 31 announcement by Merle S. Jones, general manager of KMOX, St. Louis. He replaces Harry W. Flannery, who recently flew to Berlin as a CBS correspondent there. In addition to directing the KMOX news bureau, Mr. Douglas handles a five-weekly news commentary on KMOX for Stephano Bros., Philadelphia (Marvel Cigarettes).

Introducing Mr. Douglas to KMOX listeners on a special program late in October, Mr. Jones announced the station had subscribed to Associated Press news service, supplementing its regular United Press and Transradio Press sources. Mr. Douglas' first microphone appearance came last summer when he was invited to substitute for Mr. Flannery while the latter was vacationing. After graduating from Harvard U in 1921, Douglas joined the news staff of the *Globe-Democrat*. Three years later he was named city editor, a post he held until joining KMOX. He is 43, a native of St. Louis, is married and has two children.

United States Stations Offer Tribute to KINY

TWENTY broadcasting stations, scattered throughout the United States, participated in an unique salute to KINY, Juneau, Alaska, on Oct. 31 during dedication of new studios by the station. Edwin A. Kraft, owner of KINY, who went to Juneau from his home in Seattle for the ceremonies, reports the event the biggest ever broadcast in Alaska.

Transcribed salutes in the form of brief talks, musical programs, comedy dialogues and jamborees, presented by the various stations were shipped to Juneau. Special congratulatory addresses by Neville Miller, president of the NAB; Anthony Dimond, Alaskan delegate to Congress; William S. Hedges, vice-president of NBC, and others were broadcast by KINY. The mainland stations contributing to the broadcast ceremonies included KFI WRVA WFAA KMBC KFRC WCAE KSFO WCAO KFEL KHQ KOL KIRO WMIN KGER KSL WAAF WJR WWL WHO WSM.

KGBU Signed by MBS As Outlet for Alaska

LISTENERS in Alaska to KGBU, Ketchikan, can now hear network programs for the first time with the recent affiliation of that station with MBS. KGBU, owned by the Alaska Radio & Service Co. and operated on 900 kc., 1 kw. unlimited, has the same status as Mutual outlets in Hawaii, rebroadcasting the network's programs on signals from KOL, Seattle, and KMO, Tacoma, both MBS affiliates.

Also joining Mutual to bring its affiliates with KGBU to a total of 161 is WARM, Scranton, Pa., which operates on 1370 kc., 250 watts unlimited, and is owned by Scranton Broadcasters Inc.

GABRIEL HEATTER, news analyst of WOR, New York, is now broadcasting from fully-equipped miniature radio studios set up in both his New York apartment and his Long Island country home as a combination den, study, newsroom and broadcasting studio. According to his needs, Heatter can broadcast from either studio, each of which has UP news tickers, maps, microphones, remote-broadcast apparatus and direct lines to WOR.

RICHARD FIELD LEWIS Jr., formerly in radio on the West Coast who now manages and is part-owner of WFVA, Fredericksburg, Va., has applied to the FCC for a new 250-watt station on 1370 kc. in Winchester, Va.

NAMED to succeed Harry W. Flannery as news editor of KMOX, St. Louis, Francis P. Douglas (right), was introduced to his new radio audience late in October by Merle S. Jones, KMOX general manager.

MOUNDS
5¢
GE
WGY

"WGY is boosting sales...."

SPONSORS of WGY's musical clock periods conducted daily except Sunday by versatile Gene O'Haire, early-morning "air salesman," pay for one personality and get two. In one of these periods, from 7:45-8 a. m., O'Haire and his voice double, "Syracuse," take the air in behalf of Peter Paul confections, Mounds and Dreams.

That they sell is attested by this advertiser's agency, Platt Forbes Inc., which says, "WGY is boosting sales and doing a good job for Peter Paul."

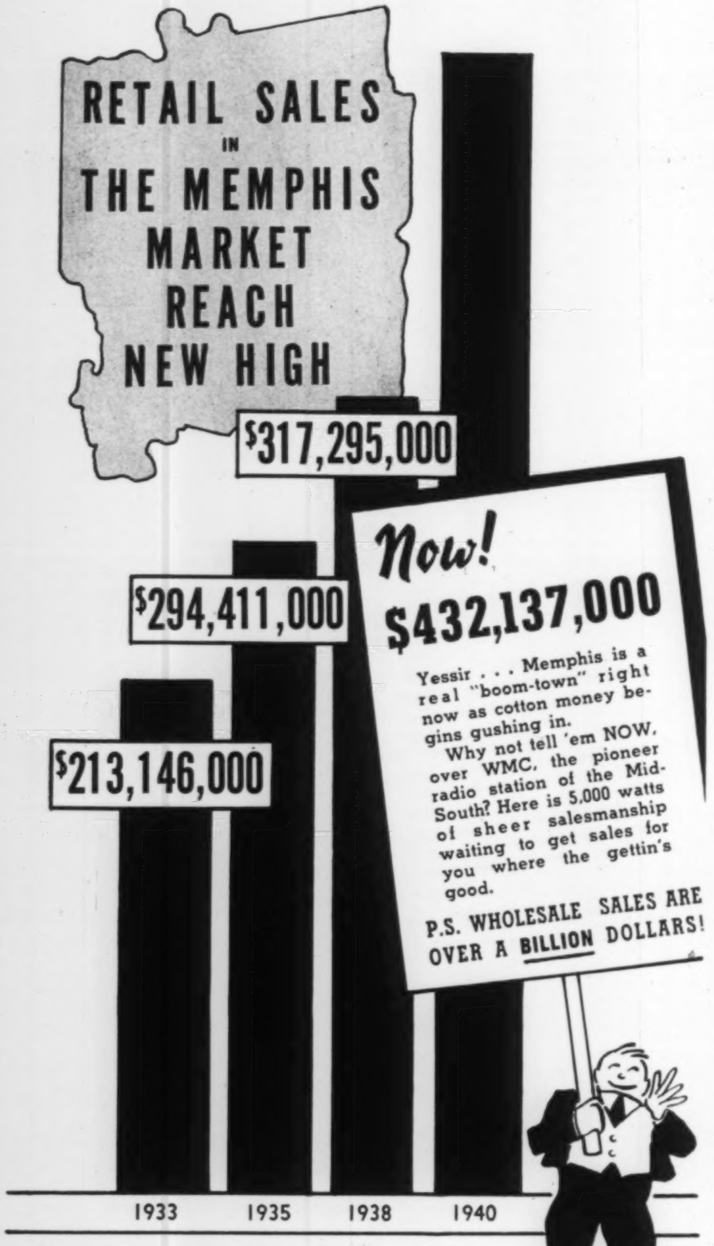
Producing results is all in a day's work at General Electric Station WGY. And doubly satisfying are the values enjoyed by advertisers using this 50,000-watt voice of the Great Northeast.

WGY-40

GENERAL ELECTRIC STATION
WGY
SCHENECTADY
50,000 WATTS · 790 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK	HOLLYWOOD
CHICAGO	CLEVELAND
SAN FRANCISCO	WASHINGTON
BOSTON	DENVER



Now!
$432,137,000

Yessir . . . Memphis is a real "boom-town" right now as cotton money begins gushing in.

Why not tell 'em NOW, over WMC, the pioneer radio station of the Mid-South? Here is 5,000 watts of sheer salesmanship waiting to get sales for you where the gettin's good.

P.S. WHOLESALE SALES ARE OVER A BILLION DOLLARS!

WMC
MEMPHIS
The Billion Dollar Market
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

NBC RED NETWORK ★ 5000 WATTS DAY
1000 WATTS NIGHT

MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—MEMPHIS
KWKH-KTBS—SHREVEPORT
KARK—LITTLE ROCK
WSMB—NEW ORLEANS
WJDX—JACKSON, MISS.

National Representative: THE BRANHAM CO.

The Other Fellow's VIEWPOINT

An Expert on FM

EDITOR, BROADCASTING:

The programming of new FM stations, especially during the period when the audience is comparatively small, will be rather difficult, especially in locations where FM stations overlap areas now being served by a number of small AM network stations. Naturally, this will force networks to consider each FM station on the basis of coverage and as to what effect it might have in connection with future plans. On the other hand, if FM stations are denied present AM network programs, it will force the production of local programs and the use of program transcriptions which will, in turn, enlist a new listener audience and eventually take away listener audience from present AM network outlets. This providing of special or different programs on FM stations than can be obtained locally on AM stations will build up a special FM listener audience at a much more rapid rate than would be the case of the programs on FM stations were merely duplicates of programs from local AM stations.

Another very important consideration is that of night-time coverage of present shared-channel AM stations, which, as you know, is limited by the amount of cross-talk which can be tolerated by listeners. In general, daytime coverage of these shared channel stations is free from cross-talk, but, at night, the listener audience which can be served without ojectionable cross-talk is greatly reduced and, in many cases, is confined to a radius of only a few miles from the location of the AM transmitter. In such cases, the duplicating of these same programs, whether network or local, on an FM transmitter will give the same night-time coverage, free from cross-talk, as obtained in the service area of the AM station when operating under daytime conditions. Thus, the FM transmissions will be of great value to local network outlets which are now served by low-power shared-channel AM stations.

I know that the networks appreciate all of these problems and I trust that they will find some answer before the first of the year when FM goes commercial. In any event, FM is going ahead, regardless of the action of any or all of the networks in preventing or limiting the use of AM programs on FM transmitters.

RAY H. MANSON,
Vice Pres. & Gen. Mgr.
Stromberg-Carlson Telephone Mfg. Co.,
Nov. 1, 1940. Rochester, N. Y.

RCA's Educational Films

ADVANCE BOOKINGS for the 1940-41 season for "Airwaves" and "Television", RCA sound motion picture films produced by Pathe indicate an even larger audience than was counted last year, according to Ellsworth C. Dent, RCA educational director. The films are non-commercial in approach, portraying the story of radio from its beginning and tracing the development of television. Shown before thousands of persons last year, the films also have proven invaluable to RCA dealers and distributors.

AT START of the Virginia hunting season, Bob Beadles (left), chief announcer of WRVA, Richmond, joined Winston Montague, the Old Dominion's foremost hunting and fishing authority, on an early gunning expedition. Here the nimrods pause and admire Montague's prize setter. Montague's informal commentaries on outdoor sports are aired on WRVA under sponsorship of Larus & Bro. Co., Richmond (Domino Cigarettes).

Code on Contents

(Continued from page 24)

and Karl Koerper, vice-president and general manager of KMBC, Kansas City, advised the Committee of difficulties encountered in strict adherence to the Code time limitation provisions. They cited the instance of an important program which went to another station because it did not adhere to the letter of the Code.

Chairman Bill explained, in opening the conference, that the Committee's actions were simply recommendatory and that it could not go beyond suggesting to the NAB membership, at the next annual meeting, that Code provisions be modified.

Members of the Code Committee attending the meeting were Chairman Bill, Hugh A. L. Halff, WOAI, San Antonio; Henry P. Johnston, WSGN, Birmingham; J. O. Maland, WHO, Des Moines; Gilson Gray, CBS, New York; Cal Smith, KFAC, Los Angeles, and Earl J. Glade, KSL, Salt Lake City. In addition, Fred Weber, MBS general manager, appeared as proxy for T. C. Streibert, WOR-MBS vice-president; and A. W. Kaney, NBC, Chicago, for Frank E. Mullen, NBC vice-president.

AMA Renews Series

AMERICAN MEDICAL ASSN. on Nov. 13 resumed for the eighth consecutive year its weekly half-hour dramatic program *Doctors at Work* on NBC-Blue. Each broadcast will highlight some phase of modern medicine in action. The series is written by William Murphy, continuity editor of the NBC Central Division, in cooperation with Dr. W. W. Bauer, director of the bureau of public health and instruction of the AMA.

Why

A view of Major E. H. Armstrong's 40-kw. FM Station W2XMN, Alpine, N. J., equipped with REL-FM apparatus. In service since April, 1938.

did the inventor of FM, Major E. H. Armstrong, use the phase shift method of modulation in his own FM transmitter W2XMN, Alpine, N. J.?

And why have the majority of FM stations** now in actual programming operation (not experimental) chosen REL-FM equipment?

the reason is very simple...

REL is the only FM manufacturer using the ARMSTRONG PHASE SHIFT METHOD. This method of direct crystal control, without the necessity of counter-feed back, assures the broadcaster an FM transmitter that will not go off frequency.

So before you buy your FM transmitter protect your investment by investigating REL, the only manufacturer employing the ARMSTRONG SHIFT METHOD for broadcast transmitters.

•

Radio Engineering Labs., Inc.

Long Island City, N.Y.

**** FM BROADCASTING STATIONS SERVING THE PUBLIC DAILY***

Station	*Location*	*Owned by*	*On the Air Continuously Since*
W2XMN	Alpine, N. J.	Maj. E. H. Armstrong	April, 1938
W2XAG	Yonkers, N. Y.	C. R. Runyon, Jr.	Nov., 1936
W1XOJ	Paxton, Mass.	Yankee Network	May, 1939
WEOD	Boston, Mass.	Yankee Network	April, 1939
W3XO	Washington, D. C.	Jansky & Bailey	Aug., 1939
W8XVB	Rochester, N. Y.	Stromberg-Carlson	Nov., 1939
W2XQR	Long Island City, N. Y.	J. V. C. Hogan	Oct., 1939
W9XAO	Milwaukee, Wisc.	The Journal Co.	Jan., 1940
W8XAD	Rochester, N. Y.	WHEC, Inc.	Jan., 1940
W9XZR	Chicago, Ill.	Zenith Radio Corp.	Jan., 1940

*** All using REL-Armstrong Phase Shift Method.**

SHERMAN, CLAY'S 'QUESTION AIR'

San Francisco Department Store Tries Special Promotion in Advance of Holiday Season

DEPARTMENT store advertising via radio in the San Francisco bay area is widely sought, but seldom caught.

The few department stores using radio today in most cases confine their advertising to occasional spot announcement campaigns or on participating women's programs.

However, KROW, Oakland, Cal., recently sold a program idea to Sherman, Clay & Co., operating the music and radio department in the H. C. Capwell store, Oakland's largest department store and along with the sale succeeded in getting complete backing from the promotion and advertising department of the department store.

The program is titled *Question-Air*, and originates from the music department on the fourth floor of the store on Fridays—3:30 to 4 p.m. (PST). According to KROW Manager Phil Lasky, this is the first large show of any nature to be tied in with a department store in the San Francisco-Oakland area. It is booked as a special 13-week Christmas promotion for the radio-music department.

Lots of Promotion

To illustrate the enthusiasm aroused by the station the following memorandum from the store's promotional department is quoted:

"Advertising—in all Sherman, Clay ads and in all H. C. Capwell's ads where possible, a notice will appear plugging the program.

"Radio—KROW will give spot announcements regarding the program. We will give announcements on our *Johnny Jump Up* program throughout the week as well.

"Stories—KROW has already sent publicity material to the *Shopping News* for use on their radio page. We will send news stories to the newspapers on the program, emphasizing the fact that the program originates in our store.

"Window—Window No. 20 will go in for the first program and will remain in until the Dollar Day changes. Windows for following programs will be worked out.

"Department — The department will have a stage for the program located at the front of the piano department, near the sheet music section. There will be a permanent background erected back of the stage to feature the program and the Philco radios.

No Medium Overlooked

"Signs—Signs will be placed on the Fourth Floor, Accommodation Desk, Street floor, window and other suitable places as needed.

"Elevators — On Fridays, the operator in the Express Elevator will specifically mention: 'Express Elevator to Question-Air Radio Program, Fourth Floor' in her spiel to the customers.

"Pamphlets—Pamphlets will be given out in the radio department and at the Accommodation Desk which give information on radios. Information which will be the basis for some of the questions asked the contestants.

"Employes—A notice will go to employes, outlining the information given in this notice. A notice will also appear in the bulletin.

"Buyers' Meeting—At the buyers meeting, announcement will be made of new programs."

Mr. Lasky stated that H. C. Capwell Co. has sponsored a children's program, *Johnny Jump Up*, on KROW for four years, but this is their first participation in a direct merchandising program.

Bert Winn of KROW is handling the microphone on *Question-Air*, which is a general quiz type broadcast.

Right at Home

WITH stations all over the country scrambling to interview the holders of Registration No. 158, first ordinal number called in the selective service lottery on Oct. 29, WDZ, Tuscola, Ill., snickered up its sleeve. One of Tuscola's 158's was none other than John Swanik, of the WDZ staff.

SATIN SHIRTS with autographs of 70 KDYL entertainers and staff members decorate these two Salt Lake City girls as they are interviewed by S. S. Fox, president of the station. The girls obtained the autographs last summer, then embroidered them.

PHILCO Corp., Philadelphia, through James T. Buckley, president, announced Nov. 7 that all monthly Philco employes having more than one year's seniority who volunteer or are drafted for military service will be paid one month's salary following their induction into the service. Weekly salaried employes and hourly rated employes will receive four week's pay. One-half this additional compensation will be given employes with the company less than a year. The company also has agreed to pay inducted employes' group life insurance premiums, to credit seniority through the period of service, and at conclusion of the one-year service period to re-employ these workers.

WENR-WMAQ Spot Gains

SPOT REVENUE for WENR and WMAQ, NBC's respective Blue and Red network, greatly exceeded any month in history during October, according to M. M. Boyd, local and national spot sales manager for the NBC Central Division. Station WENR showed a 172 % increase over Oct. 1939, and WMAQ surpassed last year's October billing by 51%.

TEST IT IN ROCHESTER

NO. 1 TEST CITY

No. 1 of all cities,—100,000 to 500,000 population,—in New York State and all the Middle Atlantic States!

This is the consensus of opinion of 162 leading advertising agencies as determined by the latest Sales Management-Ross Federal Survey.

WHEC

NO. 1 FAVORITE WITH ROCHESTERIANS . . .

If you lived in Rochester there would be no doubt in your mind about the WHEC lead in listener popularity.

Rochester's leading stores and service organizations know it. That is why they buy more time on WHEC.

Agency time-buyers, nationwide, know it. That is why they buy more spot programs and more spot time on WHEC.

WHEC

'Danger' Warning Discarded by FTC

Action Halts Sponsors' Plans To Limit Air Advertising

DRUG product advertisers using radio will not be required to specify "dangerous ingredient" warnings in their commercials—a procedure thought likely under the Wheeler-Lea Act which became effective a year-and-a-half ago.

Regarded as a move that will keep several million dollars of drug advertising on the air, the Federal Trade Commission discloses this new policy is founded on the theory that labels for all drug products will carry "adequate warnings" in compliance with the Food, Drug & Cosmetic Act. It is concluded, therefore, that the consumer is protected if the advertisement states the product must be used as directed on the label.

Cancellations Avoided

It was learned reliably that many drug advertisers, particularly those manufacturing headache and other simple remedies, planned to cancel their radio advertising if the Commission had required the drastic "dangerous ingredient" stipulation in commercials. It was felt such a requirement would have destroyed the value of radio advertising, since such alarmist statements would drive consumers from use of the products. Evidently this condition had not been known in the broadcasting industry.

The new general policy of the Trade Commission, stated in a recent cease and desist order, is not expected to apply to products involved in Federal Court injunction cases, such as weight reducers and electrolytic devices for removing hair. This, it was stated, is on the theory that such products are dangerous for use in self-medication, no matter how labeled or advertised to the public.

EVERY time there is a musical problem at WREN, Lawrence, Kan., Manager Verl Bratton dons a WREN glove on one fist and an AFM glove on the other. Then he either knocks himself out or emerges as a double winner, for he is president of Local 512, American Federation of Musicians, as well as manager of WREN. Reading left to right in the photo are Verl Bratton, president of Local 512 and the local Petrillo; a copy of a trade publication which he consults during his daily dilemmas; and Verl Bratton, manager of WREN. They were caught in an intimate pose by a conniving cameraman versed in tricks of the trade.

ALTHOUGH RCA equipment has been ordered, the new WRJF, which the FCC has authorized the *Miles City* (Mont.) *Star* to construct, will probably not be on the air before March or April of 1941, according to W. F. Flinn, the newspaper's general manager.

SEVERAL MBS sustaining evening programs which cannot be fitted into the evening schedule of WOR, the network's New York outlet, are now heard by WOR daytime listeners via recordings. The Thursday night Mutual variety show *In Chicago Night* is recorded on WOR Fridays 10:30-11 a.m.; *Lew Loyal*, a Friday evening Mutual dramatic series, is presented on WOR, Tuesdays 5:15-5:45 p.m., and each episode of *Ned Jordan, Secret Agent*, Mutual dramatic series heard Tuesdays, will be recorded off the air and presented on WOR Saturdays 8:30-9 a.m., starting Nov. 16. Other evening shows on MBS also will be heard on WOR through this new policy to be announced later.

Canada Plans Repeaters To Serve Isolated Areas

A NUMBER of small broadcasting stations are being installed by Canadian Broadcasting Corp. in certain sections of British Columbia and Northern Ontario, where residents have poor reception because of natural barriers. The first such station is now in operation on 840 kc. as VE9BC, Revelstoke, B. C. It is a 20-watt set and in charge of the telegraph line repeater operator at Revelstoke who feeds all CBC network programs, sustaining and commercial, through the low-powered transmitter which is powerful enough to service the residents of this mountain area.

The commercial programs are carried as part of the service given by CBR, Vancouver. The station does not sign on or off as there is no microphone at this point. Its present experimental call letters are to be changed shortly and given a call similar to other CBC broadcast stations. Similar stations are to be built at various repeater points and small settlements throughout the Rocky Mountains along the two Canadian railway lines. Later it is planned to have these stations also in northern Ontario north of Lake Superior following the transcontinental railway lines.

STAR RADIO PROGRAMS, New York, reports a 27% sales increase over 1939 for its 25 half-hour series of *Christmas Tree* programs. Stations recently signing for the show are CKMO KDYL KSO WRDW WGTM KGIR WMBC WPAY WOPI CKOC CFNB WATR WSAZ KFJM WBLK CKCK KIEM KWNO KTUC WCAZ WKAQ WLAV KOOS.

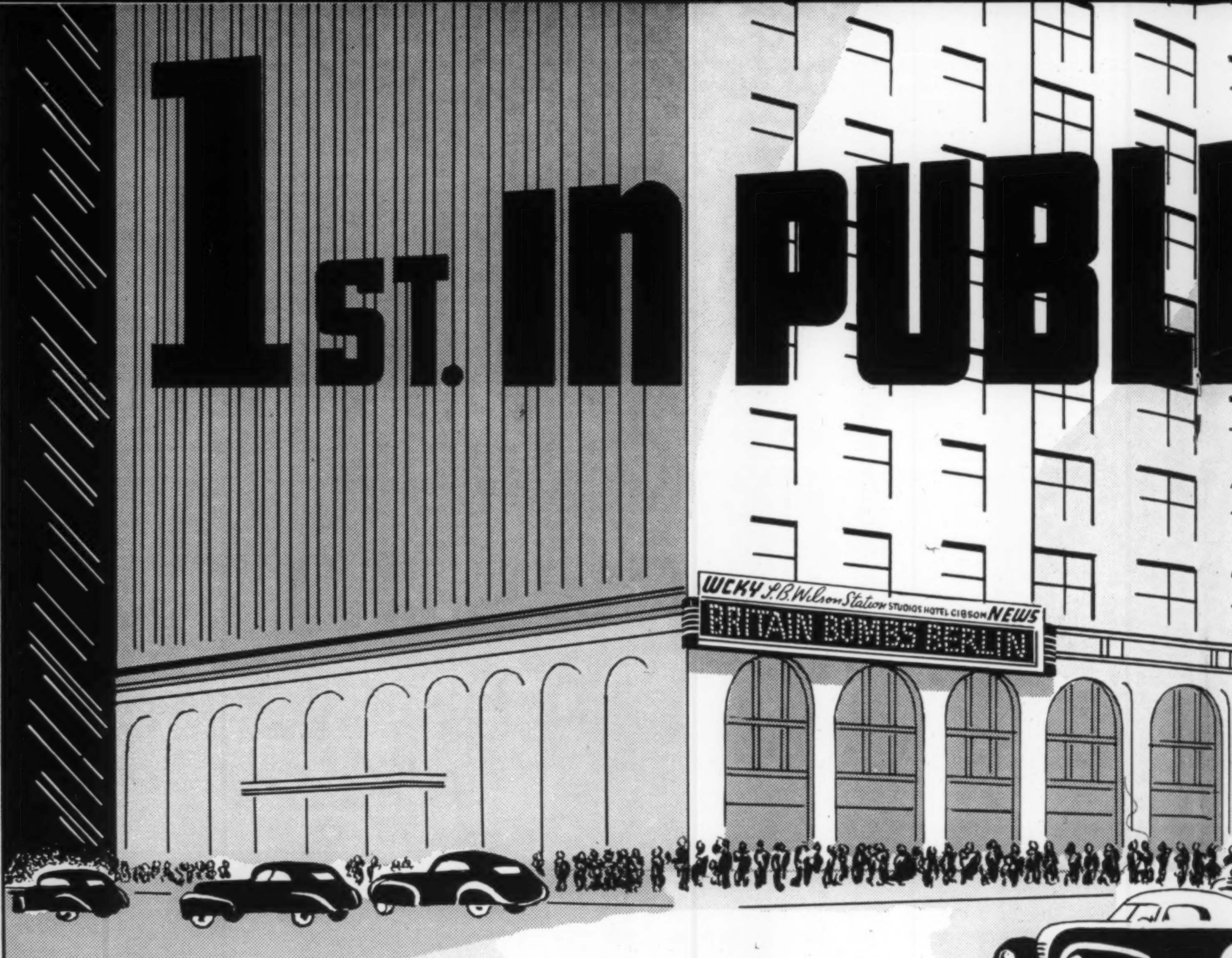
KSL
SALT LAKE CITY
50,000 WATTS
CBS

FIRST in popularity in the Intermountain Empire

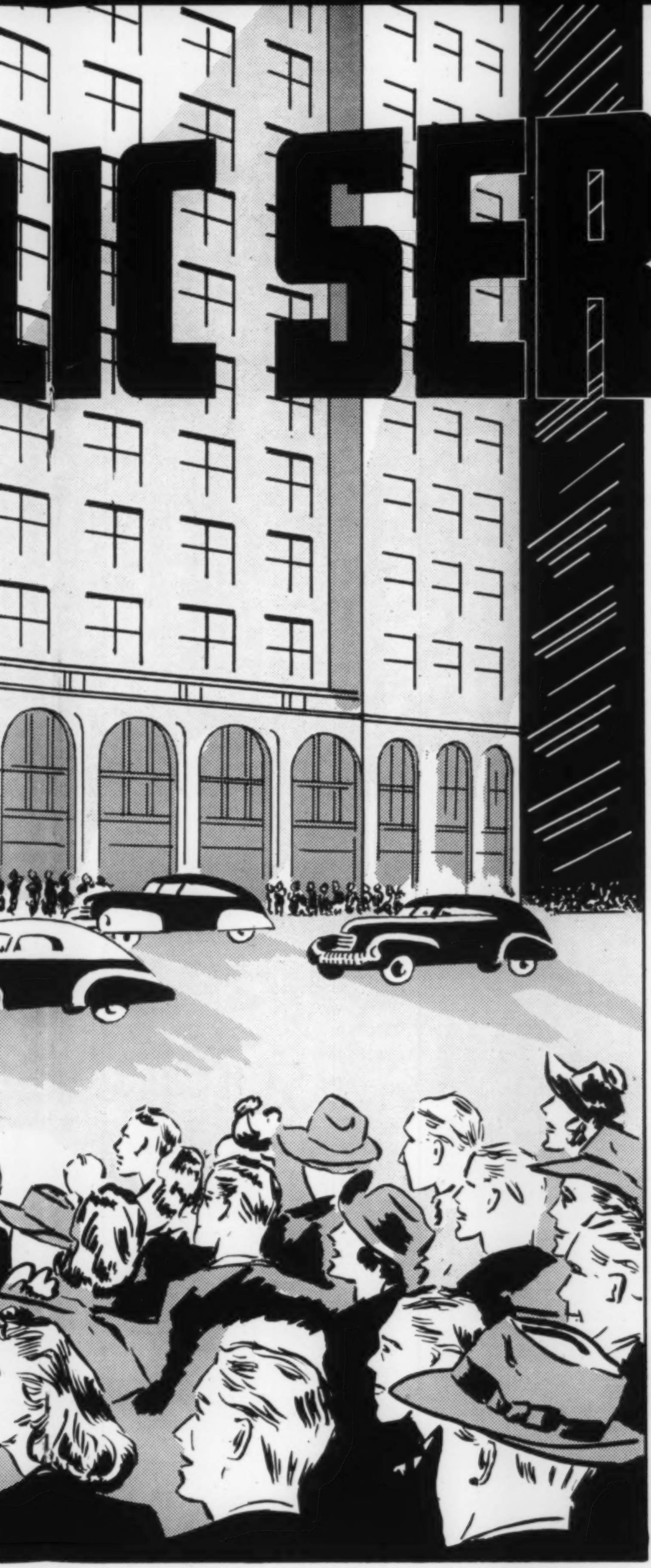
CBS

For more information about KSL, one of the sixteen CBS 50,000 watt stations, inquire of Edward Petry & Company

VOICE OF THE INTER-MOUNTAIN EMPIRE


1ST. IN PUBL
WCKY L.B. Wilson Station STUDIOS HOTEL GIBSON NEWS
BRITAIN BOMBS BERLIN

CBS PROGRAMS . . . . F



LIC SERVICE

MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L. B. Wilson

WCKY

FIFTY GRAND IN POWER

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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Subscription Price: $3.00 per year–15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

The Election and Radio

ASTUTE USE of radio probably accounted as much as any other tangible factor for the reelection of President Roosevelt. His status as the nation's No. 1 radio personality remains unchallenged after a campaign in which he relied upon the spoken rather than the printed word in conveying his story to the electorate.

Broadcasting, non-partisan as an industry, came through the campaign with flying colors. There were none of the recriminations of past campaigns charging undue favoritism, except for an unimportant bleat from the communists. That is because radio handled the job admirably, from start to finish. Radio earned and deserves the plaudits and good will already manifested by the parties for a job well done.

Both major party platforms, adopted at their conventions last summer, carried "free radio" planks. As a result, radio did not become a campaign issue, despite heraldings that the Republicans would tear into bungled radio regulation under the New Deal. It is just as well that the issue was never raised.

On its part, the broadcasting industry wholeheartedly joins in the manifestations of unity and patriotism that in these critical days must be part of American democracy. Radio seeks no favoritism from the Government; it simply asks that the regulatory authorities permit it to go its own proper way in continuing to render the public service that has endeared it to the nation. It wants no paternalism or benevolent condescension from those who, by grace of politically acquired commissions, wield such immense powers over its destinies.

With the election over, and the present order entrenched for another four years, it is not unlikely that certain FCC members now feel the lid is off. In FCC councils this minority has advocated "reforms" in utter conflict with the repeated expressions of the Chief Executive that radio be kept "as free as the press". Even direct control of programs has been urged by at least three commissioners. And there are indications of a revival of the anti-newspaper-ownership sentiment.

The broadcasting industry welcomes Mr. Roosevelt back for a third term as their chief. The President has an immediate opportunity to display to the industry his oft-expressed faith in Broadcasting by the American Plan. He can appoint to the non-Democratic vacancy now existing on the FCC a qualified person of unimpeachable integrity—not just another politician. We pray that the era of giant-killing, heckling and pin-pricking is past.

We'll Get By . . .

RADIO QUESTION No. 1 these days runs something like this: "Will ASCAP and the broadcasters get together before Jan. 1?"

We do not profess to know all of the answers, but if the broadcasters have any preconceived notions about a truce, they're certainly wasting lots of time, talent and money on BMI. What ASCAP has in mind is conjectural. One thing is certain—the broadcasting industry isn't interested in any variation of the pending percentage-wise proposition.

To us it seems that BMI already has accomplished what appeared to be an impossible job. Advertisers and agencies are cooperating all down the line, too. Bands are finding that it isn't impossible to arrange non-ASCAP programs. More and more BMI music, expertly arranged, is available, and catalogs being acquired almost weekly are providing the minimum volume of music considered essential for the switchover.

All signs indicate that the old order in Tin Pan Alley, completely dominated by ASCAP, is on its way out. To paraphrase an old popular tune (which may have been ASCAP) the radio theme song of the new order might well be "We'll Get By As Long As We Have BMI."

Serving the Flag

THE NATION'S broadcasters are devoting large blocks of time to broadcasts on behalf of Government departments. They are serving their flag loyally, but under extreme difficulty, because the Washington time placements are hopelessly snarled in red tape and confusion.

In recent months, stations and networks have greatly increased their donation of facilities because of the defense program. They have given millions of dollars in time and talent on behalf of the conscription drive, skilled-labor roundup, alien registration and recruiting.

Out of Washington departments and out of their scattered local branches come all manner of requests for time and offers of scripts and transcriptions. The situation has become so messy that Chairman Fly of the FCC has given it official notice.

With Uncle Sam wanting station and network facilities, and with stations and networks eager to serve, all that is needed is some coordination. At present there is none worth mentioning, outside of the NAB's cooperation with the Civil Service Commission in a drive for skilled labor.

The coordinating job would be a difficult one. It would require tactful and efficient manipulation of conflicting and jealous elements inside the Government. It must be done, however, if the industry is to serve the flag as well as it desires.

But it must be kept in mind that a coordinator, not a mailed-fist dictator, is needed. The job is purely liaison in nature. The minute it goes beyond that point, the industry will have to fight for its freedom. Already the military branch of the Government has plans for coordinated use of radio in case of war. What is needed now is coordinated use of radio in case of peace, and there still is some peace left in the world.

On Borrowed Time

THE CONFERENCE method of reconciling differences between broadcasters and their clients, via advertising agencies and station representatives, has been introduced. The NAB Code Compliance Code, desirous of appraising the workings of its self-regulation code as applied to commercial time limitations, held a roundtable in Chicago Nov. 7, and plans one in New York in January.

This is a healthy development. Broadcasters, as custodians of public service in their respective areas, know best through experience about maximum doses of commercials for their audiences. Advertisers, anxious to sell goods, and agencies, desirous of making the best possible showings for their clients, naturally think only in terms of maximum selling appeal.

Agencies want time outside the code limitations which became effective Oct. 1, to promote radio contests and for children's programs. The broadcasters naturally do not want to encourage the prize-award element, lest it become the rule. But across the conference table some compromise can be reached, acceptable to all.

Privately, agencies admit the time limitations on commercials already have proved effective. They provide a stop sign for the agency writer and gives him a ready answer for his client. Already it has resulted in more adroit production of commercials, easier to take, and unquestionably more effective.

Horse-and-Buggy

LONG AGO, we thought, radio and the press had buried the hatchet. The realization had dawned upon the press that radio had a place in the journalistic firmament, and that it was a medium destined to stay.

But we got quite a jolt the other day. Many newspapers, notably in the South, still indulge in the silly subterfuge of listing news programs as "studio" and commercials as "music". Do newspapers serve their readers or themselves? Certainly a subscriber, who wants to know when to tune in a news broadcast or a Presidential speech or Jack Benny, isn't happy about such a meaningless listing. He probably tosses the paper aside in disgust and cusses the publisher.

We believe in freedom of the press as devoutly as the press itself. But we believe those horse-and-buggy publishers who follow this silly fake-listing process would be kinder to their self respect if they thought this one out.

We Pay Our Respects To —

GUNNAR ODDE WIIG

ENERGY and calm judgment, added to the characteristic sturdiness of his Norse ancestry, are the qualities that strike you most in Gunnar Odde Wiig, general manager of WHEC, Rochester. There isn't a job around the station, barring perhaps engineering, that he cannot take over and handle well in an emergency. There isn't a problem that arises to find him shirking.

Gunnar Wiig's story is virtually the story of WHEC, for he began in radio at that station and rose to his present managerial post through the ranks.

Born in Norway Dec. 17, 1902, Gunnar Wiig was brought to this country by his parents while a child. He went to public school in Jersey City and Rochester. In 1920 he was graduated from Mount Hermon Preparatory School, and in 1923 from Mechanics Institute in Rochester.

After engaging in YMCA work in Amsterdam, N. Y., as membership secretary and associate physical director, he went to the Madison, Wis., "Y" as boy's work secretary. During that period he found time for special studies at the U of Wisconsin. Then, for a while, he served as city boys' work secretary in Alton, Ill.

There were exactly five employes on the staff of WHEC when Gunnar Wiig joined that station in 1927 as continuity and publicity writer. Within three months he became a regular announcer. Two years later he was program director. In 1931 he was named general manager, to which post the duties of treasurer were added in 1936.

His announcing forte was sports. In 1929 he originated play-by-play descriptions by wire of Rochester's out-of-town baseball games. So popular were his baseball broadcasts that CBS in 1933 added him to its staff to handle the World Series. His still-familiar baseball phrase, "Here it c-o-o-mes!" produces a pleasant nostalgia in the hearts of sports fans throughout Western New York.

By 1936 other details of the station's work were taking up so much of his time that he gave up sports work entirely to devote himself to the business end of radio. Today Gunnar Wiig is mainly concerned with staff management, production, sales, merchandising and promotion—but he still can clearly remember those early radio days when his work started with 7 a.m. morning exercises and ended almost any hour of the night.

One of Gunnar's most important jobs is to maintain a close and friendly relationship between WHEC and its program-sponsors. His office door is always open to the members of what he chooses to call "WHEC's Radio Family", and his mind is open to any suggestion for cooperation with sponsors in the merchandising of their programs. Merchandising is a feature of radio upon which WHEC prides itself; he considers that the station's job is only half-way done unless each new program is given a good build-up and given further promotion through every conceivable practical merchandising support. And Gunnar Wiig is the ideaman behind the greater part of these promotions.

A man of varied interests and abilities, Gunnar's chief hobbies are golf, bowling, swimming and handball, at any of which he can and does offer pretty tough competition. But chief of all present hobbies is his young son, Jon, a husky youngster of 3 who already, according to Gunnar, has the makings of a Joe DiMaggio, a Red Grange and a Bobbie Jones, all in one!

SERIES of songs written in 1932 by Raymond Gram Swing, MBS news analyst, were performed publicly for the first time Nov. 10 at a concert of the National Assn for American Composers & Conductors in New York, with Dr. Sigmund Spaeth, president of the association, as commentator. First such performance of a musical work by Mr. Swing was at a Composers' Forum Concert at the New York Public Library last April. This was a violin sonata, later broadcast May 12 on MBS.

KNOX MANNING, Hollywood commentator, and Frank Streeter, novelist, are collaborating in writing a new book, *Radio Newscasting*.

Personal NOTES

MILLER C. ROBERTSON, for the last two years in the sales department of KFJZ, Fort Worth, on Nov. 15 is to join the sales department of KMBC, Kansas City, according to an announcement by Sam H. Bennett, KMBC director of sales. Well known in Texas radio and advertising circles; Robertson is a director of the 10th District of the Advertising Federation of America and vice-president of the Fort Worth Advertising Club.

JAMES I. MILLER, vice-president of United Press of South America, recently received one of the Cabot prizes, awarded annually by Columbia U to publishers, editors, or writers in any country of the Western Hemisphere who "by their professional achievements advance sympathetic understanding among the peoples of South, Central, and North America." Mr. Miller is the first citizen of the United States to win the award, established in 1938 by Godfrey Lowell Cabot of Boston.

MAJOR EDWARD A. DAVIES, vice-president of WIP, Philadelphia, in charge of sales, has been elected a member of the Advisory Board of the American Defense Society. He is president of the Philadelphia Chapter, Reserve Officers Assn.

JAMES V. McCONNELL, NBC New York manager of national spot and local sales was in Hollywood during early November to confer with Vice-President Don E Gilman.

HERBERT I. ROSENTHAL, executive vice-president of Columbia Artists, New York, on Nov. 3 married Shirley Katherine Copeland of New York.

WALTER G. ALLEN, formerly sales representative of WSGN, Birmingham, has joined the new WCBI, Columbus, Miss., as commercial manager.

M. M. BRISBIN, for 12 years associated with the RCA installation and service division, has been transferred to the RCA advertising department, Camden, to handle test equipment advertising and sales promotion. He also will edit *RCA Radio Service News*, a nationally-circulated journal for servicemen. Previously in charge of transmitter testing for General Electric Co., Mr. Brisbin has been with RCA since 1929 in various divisions.

JOHN E. SURRICK, sales director of WFIL, Philadelphia, has been appointed to the five-man committee to choose the recipient of the annual Howard G. Ford Award, given by the Philadelphia Sales Managers Assn. to the business organization making the outstanding contribution to distribution improvement in 1940.

KING HARRIS, account executive of KPO-KGO, San Francisco, and Betsy Lambie were married Nov. 2 at Woodside, Cal.

H. G. HORNER, managing director of Macquarie Network, Sydney, has been appointed chairman of the radio war service committee, Australian Federation of Commercial Broadcasting Stations.

LORIN MYERS, of the commercial staff of WSB, Atlanta, and Nita Boswell have announced their engagement.

CLAY McDANIEL, formerly of KYOS, Merced, Cal., has joined Photo & Sound, San Francisco transcription firm.

K. M. HANCE, vice-president and treasurer of KSTP, St. Paul, recently was named president of the St. Paul Kiwanis.

EARL W. BOLTER, for 13 years office manager of Don Lee Inc., Los Angeles, has been appointed controller of the California statewide Don Lee enterprises, according to Thomas S. Lee, president. His duties include Don Lee Inc., Don Lee Broadcasting System and Santa Barbara Broadcasters. On March 1 he will celebrate 21 years service in the Don Lee organization. He began as an office clerk in the Fresno, Cal. automotive division of that firm, and two years later became office manager, a position held for five years before moving to Los Angeles.

TOM DAWSON, salesman of WCCO, Minneapolis, for the last four years, moves to the Chicago office of the Radio Sales division of CBS on Nov. 15. A graduate of the U of Minnesota, Dawson specialized in handling grocery and automotive accounts while he was with WCCO.

EDGAR KOBAK, NBC vice-president in charge of Blue network sales, on Nov. 8 spoke on "Easy to Do Business With" at a meeting of the Columbus Advertising Club, Columbus, O. On Nov. 14, Mr. Kobak gave a talk on "You're in the Show Business Too" before the Associated Motion Picture Advertisers at the Hotel Edison, New York.

DR. LEON LEVY, president of WCAU, Philadelphia, is active chairman of the radio committee for the Allied Jewish Appeal campaign in Philadelphia.

PAUL QUAN, treasurer of C. P. MacGregor Co., Hollywood transcription concern, and Gladys Lum, of Fresno, Cal., were married Nov. 1 in Las Vegas, Nev.

EDGAR S. BLOOM, for 14 years president of Western Electric Co., New York, and for the last year director of purchases of the British Ministry of Shipping, has been elected president of the Atlantic, Gulf & West Indies Steamship Lines. Mr. Bloom retired as Western Electric president last December after serving 43 years in the Bell Telephone System.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, has been named chairman of the publicity committee for the Maryland Society of Pennsylvania.

ERNEST COLLING of the information department of RCA, New York, on Nov. 11 was transferred to NBC's press department to handle local and television publicity for WEAF and WJZ, New York. Leif Eid, who has been handling this publicity, will specialize in general promotional television publicity.

SYLVIA ANSEN, formerly with *The Woman's Exchange Revue*, has joined the sales department of WARD, Brooklyn.

PERCY L. DEUTSCH, president of the World Broadcasting System, left New York on November 7 for a 10-day vacation at Pinehurst, N. C.

EDDIE CALDER, recently connected with the Golden Gate International Exposition in San Francisco, has joined KHUB, Watsonville, Cal., as assistant manager.

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., has been named general chairman of the Red Cross Roll Call in Wheeling.

DON GREENLIEF, formerly in outdoor advertising, has joined the advertising staff of WBLK, Clarksburg, W. Va. He succeeds Ken McClue, who has joined WFMJ, Youngstown, O.

INGHAM ROBERTS, account executive of KTSA, San Antonio, is the father of a boy born Nov. 4.

JOE BERNARD, formerly of WKY, Oklahoma City, and WHLD, Niagara Falls, has joined KOCY, Oklahoma City, as commercial manager.

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

BEHIND the MIKE

ROBERT DEIHL, formerly of WHP, Harrisburg, Pa., and Robert Brooks, of WKRC, Cincinnati have joined the announcing staff of WOL, Washington. Henry Seay, of the WOL commercial department, late in November is to marry Ann Campbell, secretary to James Fishback, WOL commercial manager. She is succeeded by Margaret Wyman. Carl Hess, new to radio, has been named assistant to Walter Compton, WOL newscaster and MBS presidential announcer. David Stick and Bernard Johnston have joined the WOL studio staff.

STANLEY VAINRIB, formerly of KLO, Ogden, Utah, has joined the announcing staff of WCSC, Charleston, S. C. He succeeds John Watkins, who resigned to become program director of the new WGAC, Augusta, Ga. John Sutterfield has joined the MBS-U of Kentucky announcing staff. He is a brother of Phil Sutterfield, WCSC sports editor and publicity director.

BOB MANN, formerly of WMBR, Jacksonville, Fla., has joined the announcing staff of WAPI, Birmingham. He also is attending Birmingham-Southern College. Roy Flynn, U of Alabama graduate, also has joined the WAPI announcing staff.

MARTHA REINECKER, formerly of the NBC Central Division artists service, has been transferred to the network sales traffic secretarial force. Helen E. Carey, formerly of the stenographic department, replaced Miss Reinecker. Alice E. Anderson, formerly bursar of DePaul U. Chicago, new to radio, has joined the production department as clerk. Kenneth Geske, new to radio, has joined the Central Division as messenger.

LUD GLUSKIN, CBS western division musical director, has been signed to arrange and direct music of the RKO musical film, "They Met in Argentina".

FRED HAYWARD, formerly associated with Earl McGill, CBS casting director on Nov. 4 joined the production staff of WBT, Charlotte.

IRA AVERY, special events announcer and producer of WRVA, Richmond, will conduct a course in radio writing and production to be offered by the U of Virginia Extension Division.

LOIS DASHER, of the program department of WJSV, Washington, has returned to work after a three-week absence following an appendectomy.

ROBERT AKERLEY, for several years newscaster on KPO-KGO, San Francisco, has resigned.

MERRILL WORKHOVEN, announcer of KSOO, Sioux Falls, S. D., and Helene Morris, of the music department of KSCJ, Sioux City, Ia., have announced their engagement.

LENN CURLEY, formerly connected with the RCA exhibit at the Golden Gate Exposition and previous to that with bay district stations, has joined the announcing staff of KYA, San Francisco.

NAT LEE, for three years a partner of Gordoni & Lee, Chicago radio production firm, has resigned to return East. Miss Gordoni resumes full operations of the firm, now called Lillian Gordoni Radio Productions, Chicago.

NORMA LINDBLOOM, secretary to Sandy Barnett, J. Walter Thompson Co. Hollywood director of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., has announced her engagement to Arthur Wilde, Warner Bros. publicity executive.

Edward J. Calahan

EDWARD J. CALAHAN, 54, general manager of Westinghouse Artists Service Inc., Pittsburgh, died of a heart attack Oct. 30 after being in ill health for more than a year. A native of Tunkhannock, Pa., Mr. Calahan entered the brokerage and real estate business after graduating from high school, moving to New York. In 1929 he formed the firm of Calahan & Co., later E. J. Calahan Inc., which continued until 1930. After three years with a real estate management company, he joined NBC's real estate division and figured importantly in negotiations involving NBC's move to its present Radio City quarters. In 1935 he was transferred to the NBC sales department at KDKA, Pittsburgh. On Jan. 1, 1940, he was placed in charge of the NBC Artists Service Bureau there, which was taken over July 1 by Westinghouse E. & M. Co. He is survived by his wife and three children.

ROBERT W. STRAUSS, radio actor who has appeared on *Our Gal Sunday* and other network programs, was found dead Nov. 11 in his automobile near Cold Spring, N. Y., a victim of carbon monoxide poisoning.

JAMES F. PERKINS, heard as *The Cynic* on WJBK, Detroit, died of heart trouble in mid-October.

JOSEPH ALEXANDER, 32, staff organist of WJJD, Chicago, on Nov. 7 took his own life. He was unmarried.

ALOIS HAVRILLA, former NBC announcer and for the last three years free lancing, has joined the announcing staff of WOR, Newark. As a free lance announcer he has handled several WOR programs, including Walter Compton's current *Double or Nothing*, sponsored on MBS by White Labs., Newark (Feenamint).

AL ORRICK has joined KOA, Denver, as news editor, replacing Jack Fern, now news editor of WTAM, Cleveland. Don Martin has been named assistant news editor and publicity director of KOA and Jack Lyman director of special events and production manager.

ANTHONY WALBERG has been added to the regular music staff of WLW, Cincinnati. In addition to appearances on WLW, Walberg also is heard as organ soloist on WLWO, international shortwave adjunct.

PAT FREEMAN, production manager of CFAC, Calgary, and a CBC commentator on the Royal Tour last year, has been called to active service with the Canadian armed forces. His place is being taken by Bob Straker, formerly assistant manager of CJRC, Winnipeg.

MEL GALLIART, formerly chief announcer and production director of KVFD, Fort Dodge, Ia., has joined the announcing and production staff of WLS, Chicago. Charles Curtis, of Minneapolis, has joined the KVFD announcing staff.

ROBERT FISKE, formerly of KNX, Hollywood, has joined the KOIN, Portland, announcing staff. Bob Colvig, after a trip to South America, has rejoined KOIN as announcer.

BILL CARTY on Nov. 7 joined the announcing staff of WIP, Philadelphia, replacing Allen Fort, resigned. Will Banks, of the WIP sales staff, has been named radio chairman of the Philadelphia Allied Jewish Appeal campaign.

ERIC F. LUND, news editor of WLVA, Lynchburg, Va., has been named program director of the station, succeeding James H. Moore, now manager of WSLS, Roanoke, Va.

CESAR SAERCHINGER, former correspondent of CBS, on Nov. 8 started a new series of *Story Behind the Headlines* programs on NBC-Red, Fridays, 11:15 p.m. A panel of scholars of the American Historical Assn. assists Mr. Saerchinger in preparing his script.

WALLY SANDACK, newscaster of KSL, Salt Lake City, soon is to marry Helen Frank, who as Jerry Lane is heard as a feminine commentator on KDYL, Salt Lake City. The two were honor guests at a party given early in November by S. S. Fox, KDYL president, for the staffs of both stations.

JOE HERNANDEZ, turf announcer, who has been conducting Bay Meadows race recreations on KYA, San Francisco, recently was called to Pimlico Track, Baltimore, to handle the p. a. system. During his absence from KYA, Don Billings, his co-worker, is substituting.

JOHN GILLINGHAM, producer of KYA, San Francisco, first lieutenant in the 439th Field Artillery Reserve, was called to active duty early in November and assigned to Fort Sill, Okla.

MORT LAWRENCE, free-lance announcer in Philadelphia, has joined WIP, that city, replacing Fred Wood, who resigned to enter another business in Bridgeton, N. J. A staff dinner was tendered Wood and Allen Fort, another announcer resigning to enter business, at Hotel Philadelphian on Nov. 6, with 65 attending.

ROY LaPLANTE, announcer of WFIL, Philadelphia, became a citizen on Nov. 2. He was a British subject, born in Canada.

SAMUEL KAUFMAN, radio feature writer of the *New York Sun*, *Radio News Magazine* and *Radio Marketing*, on Nov. 5 married Dorothy Darling, New York radio and stage actress.

IT'S W BIG!

The MAGIC CIRCLE

GREENSBORO N.C.

More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG

GREENSBORO, N.C.

GEO. P. HOLLINGBERY · CO., NAT. REP.

VERL K. THOMPSON, formerly an announcer of NBC Chicago, has joined the announcing staff of WXYZ, Detroit.

MARION COOPER, supervisor of the central stenographic department of NBC Chicago, has been named continuity department secretary, replacing Esther Ludwig, who recently married Robert McDonald of Chicago.

LEONARD CARLTON, radio editor of the *New York Post*, on Nov. 6 became the father of a second son, David.

ROBERT DAVIS has succeeded Dudley Manlove as newscaster of KSAN, San Francisco.

BILL MERRITT, recently with the RCA television unit on Treasure Island at the Golden Gate Exposition, has joined the announcing staff of KPMC, Bakersfield, Cal.

DON COCHRAN, announcer of KWK, St. Louis, is the father of a boy born in mid-October.

LEN LEVINSON, Hollywood writer on the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son, will collaborate with Peter Arno on six cartoons to appear in leading publications. Levinson will frame the gags, with Arno drawing the characters.

RUSSELL TOLG, continuity manager of WTMJ, Milwaukee, is the father of a boy born late in October.

KEN HIGGINS, KFI-KECA, Los Angeles, announcer, has sold an original story, "Lazy Launcelot" to M-G-M Studios. It will be used in the "Thin Man" series featuring Myrna Loy and William Powell.

JOHN WOLFE, formerly of NBC and now with Photo & Sound, recording and motion picture organization, in mid-October married Camilla Romo, Mexican soprano of the NBC artist staff in San Francisco.

TOM BENSON, CKY, Winnipeg, announcer, recently married Ruth Faulkner, in Winnipeg.

LONNIE STARR, relief and summer announcer of WPEN, Philadelphia, has been made a fulltime member of the staff.

FRED HAYWOOD, formerly with Western Canadian stations and with CKSO, Sudbury, Ont., and CHML, Hamilton Ont., has joined the announcing staff of CFRB, Toronto.

CHARLES TIGNER, announcer of KWKH, Shreveport, La., is the father of a boy born Nov. 1.

JACK TANSEY, formerly of WRUF, Gainesville, Fla., has joined the announcing staff of WRVA, Richmond.

LINCOLN DOUGLASS, night traffic supervisor of the NBC Central Division, and June Lyon, NBC pianist, have revealed their marriage which took place in Geneva, Ill., three months ago.

SAM THOMPSON, manager and tenor of The Cadets, NBC Chicago male quartet, has been called to active duty in the Army. He is captain of the 341st Infantry Reserve Regiment and will report to Fort Benning, Ga.

ROBERT LEE, Hollywood producer of Young & Rubicam, has been assigned to the five-weekly quarter-hour CBS Pacific network serial, *Second Wife*, sponsored by General Foods Corp. (Postum). John M. Young is writer.

BETTY WEBSTER, formerly of WTOL, Toledo, has joined WDGY, Minneapolis, as assistant to Dr. George W. Young, owner and manager. Bernice Severson, of KSOO-KELO, Sioux Falls, S. D., also has joined the station as assistant to Wallace E. Stone, commercial and program manager.

ALSTON STEVENS, announcer of WFIL, Philadelphia, has been named labor relations representative for WFIL announcers who are members of ACA, replacing Jack Steck.

INSTEAD of golf, Walter Hagen Jr. (left) has taken up radio as a career. Son of the world-famous golfer, young Hagen has joined the NBC central division announcing staff. Gene Rouse, night supervisor of announcers, shows him the ropes. Walter was graduated from Notre Dame, this year, where he was captain of the golf team.

PAUL AURANDT, formerly of KXOK, St. Louis, has joined the announcing staff of KGVO, Missoula, Mont.

VICTORIA YEAGER, secretary to Roger W. Clipp, general manager of WFIL, Philadelphia, on Nov. 16 is to be married to J. F. Goffredo, Philadelphia musician.

EDWARD A. RICHARDS and Edward B. Rubin have opened a public relations office at 75 E. Wacker Drive, Chicago, under the firm name of Richards & Rubin, to specialize in training programs and other editorial problems of business organizations. Dr. Richards formerly was home study director for Columbia U and editorial director of the Industrial Training Institute, Chicago, with which he was also associated as research director.

HARMAN I. MOSELEY, formerly of WWNC, Asheville, and other Carolina stations, has been named production manager of WAPO, Chattanooga. Jack Daub, formerly of WSPB, Sarasota, Fla., and WDOD, Chattanooga, has joined the WAPO announcing staff, succeeding Bob Shinbaum, who resigned to join WNOX, Knoxville.

KNOX MANNING, CBS Hollywood commentator, has been awarded the first annual diction trophy by the International Assn. of Broadcasters.

EDWIN L. ROGERS, announcer of WRC-WMAL, Washington, recently was elected first vice-president of the Columbia U Alumni Club of Washington.

HENRY C. LAZARSKI, heard as Gill Keith on WOLF, Syracuse, N. Y., has been called to active duty with the U. S. Naval Reserve Corps. He is to attend the Naval Reserve Radio School at Noroton, Conn.

RUSS JOHNSON, CBS-Pacific network program director, and Paul Pierce, continuity director are conducting the weekly quarter-hour airplane discussion program, *Air Views*, on CBS-Pacific.

MARY HUNTER, of the music rights department of KPO-KGO, San Francisco, recently announced her engagement to Alec Petry, head of the NBC music library in Hollywood. The wedding is set for January.

AL HELFER, announcer and sports commentator of WOR, Newark, on Nov. 4 became the father of a second son.

TOM HUDSON, formerly chief announcer of the Texas State Network, and previously announcer for WGN, Chicago, and other Texas stations, has joined WMCA, New York.

ROBERT YOUNG, announcer of KOA, Denver, and a second lieutenant in the Army reserves, left Nov. 8 for training at the infantry school at Fort Benning, Ga.

MAL HANSEN, assistant farm news editor of WHO, Des Moines, revealed late in October that he has been married since Dec. 29, 1939, to Mildred Paule, who has resigned her teaching position to join him in Des Moines.

Full Time **550 Kc**

KSD
A DISTINGUISHED BROADCASTING STATION

Exclusive
ST. LOUIS Outlet For NBC Red Network

The Powerful Sales Stimulant

St. Louis' listener preference station on the listener preference network also has the full time Associated Press news service.

Since 1935 KSD has led all other St. Louis broadcasting stations in "FIRSTS" in 16 nation-wide Radio Star Popularity Polls, voting for listeners' preference.

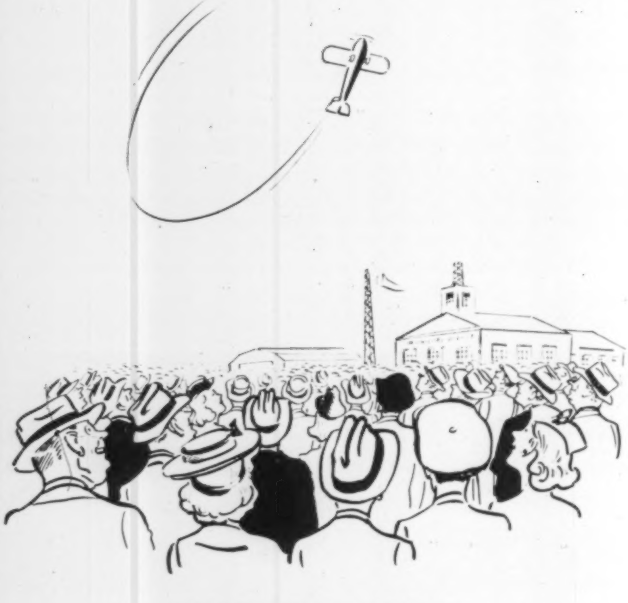
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

WINX, in Washington, Completes Debut Plans

WINX, Washington, D. C., the national capital's fifth station, is now scheduled to go on the air shortly after Nov. 15, operating with 250 watts on 1310 kc., according to Lawrence J. Heller, attorney and owner, who has announced completion of the station's staff. RCA equipped throughout and with a 180-foot Blaw-Knox tower, the station is located in downtown Washington but uses a 50-watt synchronized booster located on the campus of American U, on the city's outskirts.

Reggie Martin, former manager of WJNO, West Palm Beach, Fla., heads the staff as general manager. The staff includes: Mrs. Helen K. Mobberley, formerly with WRC-WMAL, commercial manager; Francis Owen, from WIOD, Miami, and WJNO, acting program director; Robert Callahan, from WRC-WMAL; Ralph E. Cannon, former chief engineer of KFDA, Amarillo, chief engineer; Pete McEvoy, from the *Chicago American*, news editor; Jack B. Creamer, from WIOD, continuity and publicity; Anson S. Carpenter, production; Sam Lawder, Charles Murphy, Leonard Meekin, Major Robb and Milton Shoemaker, announcers; Ross Beville, Henry Meisinger, Blair Jones and William Brubaker, engineers; Ethel Davis, auditor; C. Merritt Trott, Frances McKeown, Douglas Hall and Paul Heller, salesmen.

INS news and Standard Radio transcription library will be used.



HEADS UP!

If you're interested in getting attention for your merchandise, *here's* a point to pack in your meerschaum! Nigh onto 95% of the 1,282,920 radio listeners in the Roanoke area are tuned to WDBJ *most of the time!* And they're the folks who shell out $14,896,000 a year for drug store items alone! If *you* want maximum radio attention in the Roanoke market, *only* WDBJ can get it for you. There's no other network station within 100 miles! Would you like *all the facts?*

WDBJ **ROANOKE, VIRGINIA**

FREE & PETERS, Inc.
Exclusive National Representatives

***Owned and Operated by the* TIMES - WORLD CORP.**

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

PERFECTLY at ease, perhaps, was John Merrifield, agricultural coordinator of WHAS, Louisville, as he broadcast at the Kentucky State Fair with an 11-foot python caressing him. The neck-piece was unexpectedly acquired when Merrifield stopped at a snake-charmer's booth and offered his mike to the barker.

Hospitalized

FORT PEARSON, announcer of NBC, Chicago, is the father of a boy, Fort Jr., born Nov. 10 at Mercy Hospital, Chicago. Mr. Pearson developed a cold while broadcasting the Minnesota-Michigan game the preceding day and was a patient at the hospital at the time of his son's birth.

Yankee-Colonial Appointment

ROBERT S. PLAYFAIR, of New York, has been appointed director of station and sales promotion in the new Yankee and Colonial departmental arrangement coordinating all phases of publicity and promotion, it was announced Nov. 4 by Linus Travers, vice-president in charge of sales and promotion of Yankee and Colonial Networks. Mr. Playfair, formerly with Carl Byoir & Associates, and Audivision Inc., New York public relations and advertising firms, is a 1936 Harvard graduate. Other appointments in the department were: Carleton McVarish, research; Al Stephenson, publicity; Fred McLaughlin, special events.

BILL KING, tenor heard regularly with the *Chapel Singers* on WTOC, Savannah, Ga., is making a guest appearance Nov. 15 as vocalist on the *Al Pearce & His Gang* broadcast from Hollywood.

Forrest Barnes Elected Writers Guild President

FORREST BARNES, Hollywood writer, was elected national president of Radio Writers Guild, and Paul Franklin, Western Regional vice-president, at a meeting in that city Nov. 7. New York and Chicago members were to vote on Barnes' candidacy Nov. 12, but the vote was mere formality as he was unopposed. Elected members of Western Regional Council for two-year terms were Hector Chevigny, Sam Moore, Arch Oboler, Jerry Schwartz, and Everett Tomlinson. Council alternates elected for one year are Wolfe Kaufman, Leonard L. Levinson, Carleton E. Morse, Donald Quinn and Maurice Zimm.

Members also adopted a resolution asking the national council of RWG to call for a vote on the proposal that no executive writer may be elected national president or regional vice-president. In addition they approved a regulation prohibiting radio writers from working for any transcription concern on the RWG unfair list.

Pearl's New Firm

WARREN H. PEARL, treasurer of General Amusement Corp., New York, has resigned to organize Musical Management Inc. in the RKO Bldg., New York. The company will engage in personnel management of radio artists and orchestras, two of which already signed are Bobby Byrne's Orchestra and Johnny Long and his band. Byrne was auditioned last week by BBDO, New York, for the *Discoveries of 1941* program to be sponsored by Brown & Williamson Tobacco Co. for Raleigh cigarettes. Program features a "Name the Tune" contest with prizes of $250 plus 10% of royalties to the listener sending in the winning title to song played on the show. Associated with Mr. Pearl in the new company is A. Edward Moskowitz, New York attorney.

Slattery Leaves WCOP

RESIGNATION of Gerard H. Slattery as general manager of WCOP, Boston, because of ill health, was announced Nov. 12 by Harold A. Lafount, general manager of Bulova stations. Ashley Robison, station auditor, has been named acting manager pending the appointment of Mr. Slattery's successor. Mr. Slattery, former agency executive, has been head of WCOP since its opening in 1935. He plans to leave on an extended cruise before returning to active work.

Who Buys New Shorts?
COLUMBUS
WBNS LISTENERS ARE LONG ON BUYING!
WBNS . . . Central Ohio's Only CBS Outlet
JOHN BLAIR & CO. Representatives

Contest for Radio Plays Is Announced by WATL

WATL, Atlanta, has announced an ambitious radio play-writing contest, open to senior students of local high schools, with a total of $1,000 in college scholarships as prizes. Tied in with school work, the WATL contest offers duplicate prizes for boy and girl entrants writing the best original half-hour radio plays, along with a $50 prize to the schools represented by the winning boy and girl writers. First prize for both girls and boys is $200; second, $100; third, $50; fourth, $40; fifth, $35; sixth $25. The prize money is to be paid directly to colleges selected by the winning seniors during the 1941-42 school year.

Three judges from the faculties of Agnes Scott, Emory U and Oglethorpe U will select the 12 best plays, six written by girls and six by boys. Each school, using its own method, is to eliminate all except the six best plays written by its seniors, and one or all of the plays are to be broadcast on WATL, with a cast selected by the school. The WATL staff will judge the two most effective radio productions of student-written dramas, one by a girl and one by a boy, although emphasis will be on writing. Para Lee Brook, educational director of WATL, acts as liaison between the station and supervising teachers in each school during the contest.

WAOV in Operation

DELAYED in getting under way in August as originally scheduled, the new WAOV, Vincennes, Ind., is now in full operation with 100 watts on 1420 kc. The station is licensed to the same ownership as the *Vincennes Sun-Commercial*, whose publisher, Eugene C. Pulliam, also is owner of WIRE, Indianapolis. Howard N. Greenlee, manager of the *Sun-Commercial*, has been named general manager of WAOV; Victor H. Lund, station manager; John Jefry, commercial manager; Carl Erickson, program director; Claude Harris, chief engineer. Western Electric transmitter equipment and a 175-foot Lingo tower are used.

Allied Changes Name

ALLIED PHONOGRAPH & Record Mfg. Co., pioneer West Coast processing and pressing concern, with headquarters at 1041 N. Las Palmas Ave., Hollywood, has changed its name to Allied Record Mfg Co. There is no change in policy, ownership or management, according to Louis I. Goldberg, president. The firm will continue to do processing and pressing for stations, studios and agencies nationally. Operation space has been increased and new processes as well as additional equipment installed.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Ferguson's Shift

R. L. FERGUSON, for 3½ years commercial manager of WLW, Cincinnati, and onetime manager of WINS, New York, and WCLO, Janesville, Wis., on Nov. 15 became manager of the radio department of the New York office of National Research Bureau Inc. At the same time the appointment of B. C. Dunham, formerly of the San Antonio office, to the radio directorship of the West Coast office with headquarters in Los Angeles, was announced.

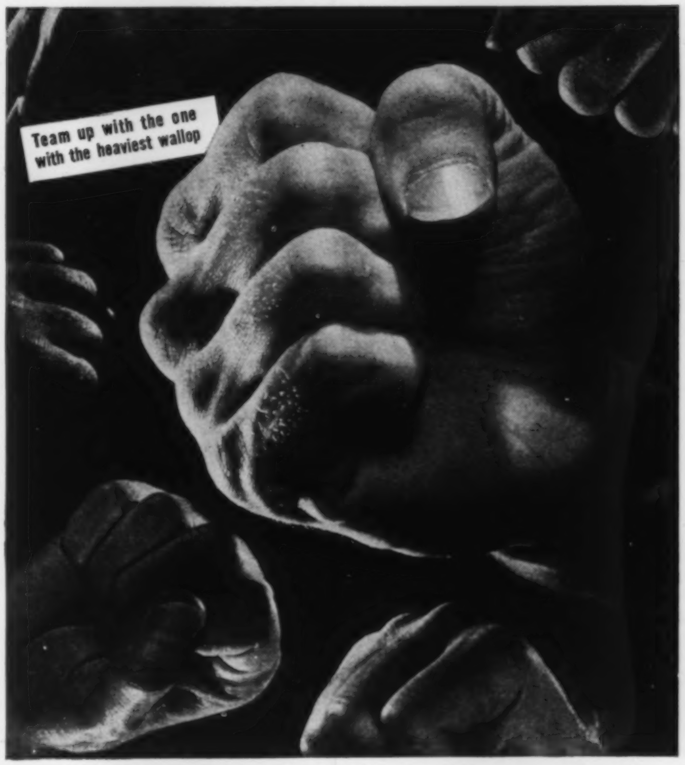
Mr. Ferguson

Staff of New WFHR

GEORGE H. FRECHETTE has been named manager of the new WFHR, Wisconsin Rapids, Wis., which was inaugurated Nov. 10 with 100 watts night and 250 day on 1310 kc. With his appointment, William F. Huffman, publisher of the *Wisconsin Rapids Tribune* and owner of the station, announced completion of the staff as follows: Bruce G. Beichl, formerly with various Wisconsin stations, commercial manager; Ernie Smith, from WTAQ, Green Bay, program director; Garth N. Bowker, from WROK, Rockford, Ill., chief engineer; Bert Mulroy, from WEMP, Milwaukee, salesman-announcer; Virginia Lee, director of the women's hour; Victor Nickel, engineer; Kay Nordin, staff pianist; Mrs. Gertrude Kellogg, organist; Red Blanchard, talent bureau; Vern Jensen, secretary.

IN RECOGNITION of her contributions to the State through her writing and radio programs, Gov. Lloyd C. Stark, of Missouri, recently proclaimed Nov. 22 as Mary Margaret McBride Day throughout the State. Miss McBride, widely known for her magazine articles and books, as well as her *Martha Deane* programs on WOR and MBS and her present CBS *Column of the Air*, is believed to be the first woman in Missouri history to have a day set aside in her honor. The celebration will center in Mexico, Mo., where she is to arrive by plane Nov. 22 to broadcast her regular CBS afternoon program from her old desk on the *Mexico Evening Ledger*, where she held her first newspaper job.

SELL HOUSEWIVES
WITH NCBS'
HOUSEWIVES BUREAU OF INFORMATION
5 Times Weekly—
11:45 to 12 Noon
Participation Available At Reasonable Cost
5,000,000 AUDIENCE
Guaranteed Distribution and Display of Your Products in 1500 Retail Outlets
NORTH CENTRAL
(Minnesota, No. & So. Dakota)
BROADCASTING SYSTEM
81 Western Avenue, N.
St. Paul, Minn.



WNEW DELIVERS!
6 powerful reasons why:

1. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **2.** THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** ONE-THIRD THE COST of any New York network station. **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

WNEW
NEW YORK
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY • 1250 KILOCYCLES • 1000 WATTS BY NIGHT
Nationally Represented by John Blair & Company

WDRC
CONNECTICUT'S PIONEER BROADCASTER

32 DAYS

Now's the time to spot holiday business. Only 32 shopping days left until Xmas! Wire or phone Wm. Malo, Commercial Mgr., WDRC, Hartford, for availabilities.

Basic CBS for Connecticut

Growth of Air Navigation Complicates Problem of High Antennas, Vital to FM

EXPANSION of air navigation, together with national defense aviation construction activities, have converged to make approval of antenna sites and heights more difficult to obtain and probably will have a bearing on FM antenna height approval by the Civil Aeronautics Administration.

While no rigid limit has been established on antenna heights, recent applicants for broadcast facilities have experienced increased difficulty in getting approval of heights over 400 feet. So far as known, no station actually has been denied antenna approval, but there have been delays, and changes in locations have been required.

The CAA recently amended its requirements for lighting of towers, to overcome objection of aviation to high antennas. Further amendments probably will be adopted to meet the situation. CAA promises cooperation and states that no arbitrary limits have been placed on antenna heights.

Radio's Place?

Structures of considerable height on heavily-traveled airway routes cannot be approved, it was pointed out, unless there are other justifying factors. The effort is to hold such antennas down to 100 feet or lower, it was said.

In the broadcasting industry, the feeling recently has developed that CAA proposes to place a ceiling of 400 feet on antennas and that air commerce should have the full right of way above that height. The industry view is that there should be a definite determination of radio's place in the air.

The situation is extremely important for FM, because high sites are necessary to overcome the shadow effect peculiar to high frequencies. FM stations should be located at the highest point in the area to be covered. Heights of a thousand feet or even more are essential in many areas.

OK in Cities

At CAA it was indicated that FM antennas can be located in congested areas atop the highest buildings. In such instances there should be little difficulty from the airways, because the building hazards to air travel already exist and because of the minimum altitude requirements of congested areas.

The amended regulations, it was pointed out, permit use of a turnstyle type of antenna with code beacons, using 100-watt flash lights. It was emphasized that each individual antenna application is handled separately and that aeronautical interests in the particular area are checked. Moreover, there may be military plans for the locality, on which no publicity can be given, which might result in disapproval of the particular location with the proposed antenna height. CAA does not rely entirely on the reaction of commercial aeronautical interests but makes its own studies and offers sound aeronautical reasons in opposing a particular site.

DO YOU WANT RELIEF (Ky.)?

Relief is a real Kentucky town—typical of dozens which Station WAVE does *not* reach. WAVE is not powered to cover the romantic but impoverished back-lands. Our territory is the Louisville Trading Area, a MILLION-*plus* market that accounts for far more *buying* than any other part of the State! . . . This affluent area *regularly* dials WAVE because we're the only N.B.C. source within 100 miles. Want the rest of our story?

LOUISVILLE'S WAVE
5000 WATTS 940 K. C. N. B. C.
FREE & PETERS, INC., NAT'L REPRESENTATIVES

MISSOULA
SHORE HAS GROWED!
From 1930 to 1940—
Montana gained 3.1%
MISSOULA GAINED 30.2%
Earnin' and Spendin' more, too. Yes Sir!
KGVO
5000 W. DAY
1000 W. NIGHT
1260 KC.
MISSOULA, MONTANA
Growing with Western Montana—Central Idaho

NBC Field Tests Show Results of FM Testing

FULL theoretical advantages of FM may be obtained in practice if the transmitting and receiving apparatus are properly designed, according to a paper on "NBC Frequency Modulation Field Test" published in the October *RCA Review*, quarterly journal issued by RCA Institute Press. The authors are Raymond F. Guy and Robert M. Morris, NBC engineers.

"For primary service," the summary of the paper states, "amplitude modulation on the ultra-high frequencies offers some advantages over standard broadcasting. FM offers advantages over AM on the ultra-high frequencies. The advantages to the listener of FM on the ultra-high frequencies consist of freedom from the 10 kc. beat-note and side-band interference which result from the frequency allocation of standard broadcasting, and also the reduction of locally generated noise, atmospherics and interference from distant stations operating on the same channel.

"Standard broadcasting has the advantage of providing clear-channel night-time service to vast areas which would not be served by FM on the ultra-high frequencies." The article carries illustrations and graphs covering the field test findings.

Fair Visitors Approve Quality of FM Signal

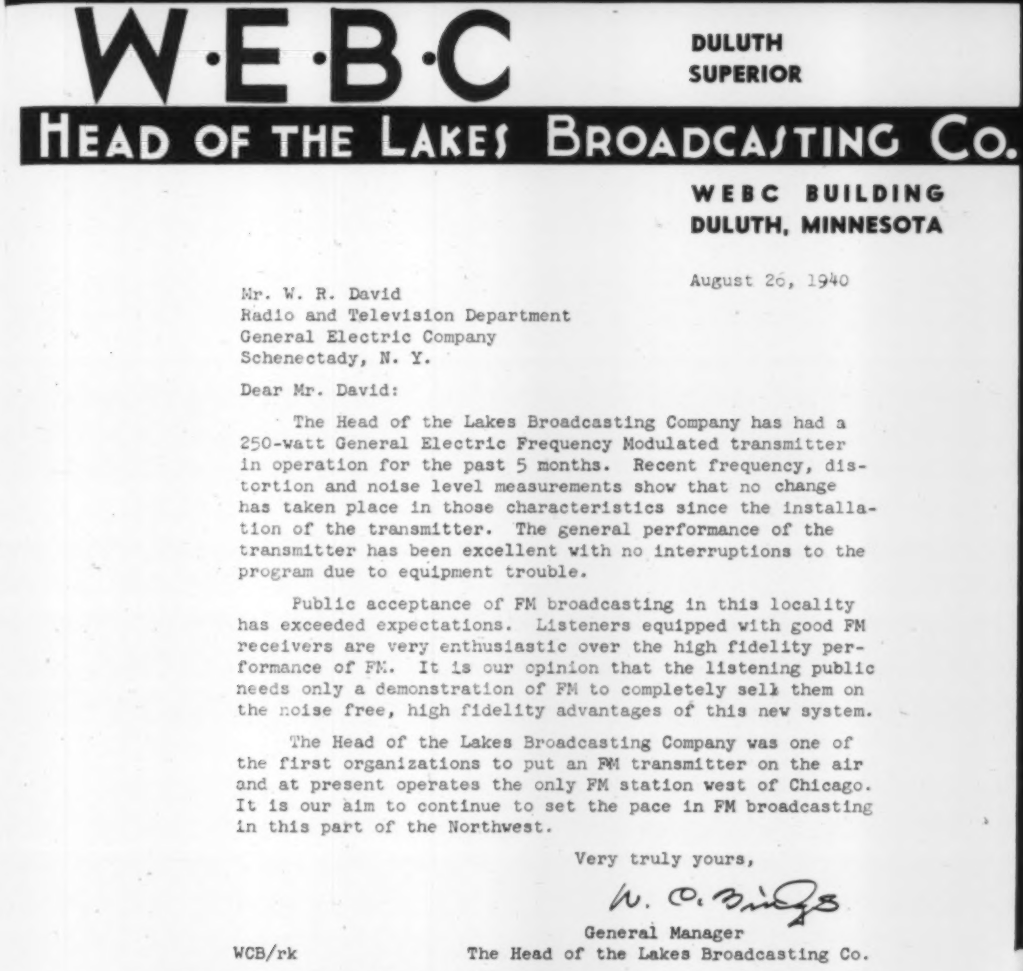
ABOUT 92% of first-time FM listeners at the New York World's Fair were enthusiastic about "staticless radio" and would be inclined to purchase FM receivers, according to a recent report by General Electric Co. A sample poll taken among visitors to the GE exhibit at the Fair indicated that less than 10% did not think they would purchase an FM set if given the opportunity.

The FM demonstrations were started in the closing weeks of the Fair through cooperation with W2XOR, FM adjunct of WOR in New York. A combination AM-FM receiver was installed in a small auditorium of the GE Bldg., and twice each day W2XOR broadcast special test programs for the benefit of Fair listeners. Earlier this season GE engineers had demonstrated reception of FM programs from W2XMN, pioneer transmitter of Maj. Edwin H. Armstrong, in Steinmetz Hall. Demonstrations showed clear FM reception even when the receiver antenna was near a continuous million-volt artificial lightning discharge, while the same program via AM was lost in a roar of electrical interference.

Television at the Fairs

TOTAL of 1,400,000 men, women and children saw television for the first time at the RCA exhibits at the New York World's Fair and the Golden Gate International Exposition during 1940, according to statistics compiled by RCA. An average of 50 telecasts a day was maintained throughout the season, covering interviews with celebrities or passersby and variety programs. In addition, several thousand visitors saw the first demonstrations of two-way amateur television communication between a Manhattan skyscraper and the New York Fair's Communications Bldg., the equipment for which was designed by radio amateurs around RCA's iconoscope tube.

And the Proof Rolls In!



W·E·B·C

DULUTH
SUPERIOR

HEAD OF THE LAKES BROADCASTING CO.

WEBC BUILDING
DULUTH, MINNESOTA

August 26, 1940

Mr. W. R. David
Radio and Television Department
General Electric Company
Schenectady, N. Y.

Dear Mr. David:

The Head of the Lakes Broadcasting Company has had a 250-watt General Electric Frequency Modulated transmitter in operation for the past 5 months. Recent frequency, distortion and noise level measurements show that no change has taken place in those characteristics since the installation of the transmitter. The general performance of the transmitter has been excellent with no interruptions to the program due to equipment trouble.

Public acceptance of FM broadcasting in this locality has exceeded expectations. Listeners equipped with good FM receivers are very enthusiastic over the high fidelity performance of FM. It is our opinion that the listening public needs only a demonstration of FM to completely sell them on the noise free, high fidelity advantages of this new system.

The Head of the Lakes Broadcasting Company was one of the first organizations to put an FM transmitter on the air and at present operates the only FM station west of Chicago. It is our aim to continue to set the pace in FM broadcasting in this part of the Northwest.

Very truly yours,

W. C. Bridges
General Manager
The Head of the Lakes Broadcasting Co.

WCB/rk

Chief Engineer C. B. Persons at the controls of WEBC and W9XYH. At the extreme right is the 250-watt General Electric FM transmitter.

Proof of the SIMPLIFIED Circuit Design of GE FM Broadcast Transmitters

SIMPLIFIED FM circuit design was introduced by General Electric because of its many advantages and economies which no other system offers.

G.E. produces *direct* FM with only *two* tubes; G-E *instant acting* frequency control requires only *four* tubes (including crystal oscillator and the following tripler stage). There are no trick, hard-to-adjust circuits . . . no complicated, multi-tube networks . . . no moving parts.

G-E design is truly simplified. The resulting performance speaks for itself. Consult our local representative. Call or write him today. General Electric, Schenectady, N. Y.

GENERAL GE ELECTRIC

Early in 1941

FULL TIME on 1060 Kilocycles and

50,000 watts

WBAL

means business in Baltimore

Georgia Defense Group Would Coordinate Work

A PROPOSAL by the Georgia Assn. of Broadcasters to coordinate the work of its new National Defense Committee with that of the Federal Government has been taken under advisement by the Defense Communications Board, headed by FCC Chairman, James Lawrence Fly.

J. W. Woodruff Jr., executive manager of WRBL, Columbus, president of the Georgia group, recently wrote President Roosevelt offering the services of the Georgia group "to cooperate closely with the activities of your National Defense Board and Defense Communications Board." Chairman Fly notified Mr. Woodruff Nov. 2 that his board "is very glad to have your offer of cooperation and shall surely avail itself of the opportunity for your services should such occasion arise."

The Northwest's Most Popular Radio Station

Located in the Twin Cities . . . St. Paul and Minneapolis, With Population of Nearly 800,000

Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune

Free and Peters, Inc., National Representatives . . . New York . . . Chicago . . . Detroit . . . Los Angeles . . . San Francisco . . . Atlanta

WTCN

NBC NETWORK STATION

Schechter's News Book

DEVELOPMENT of radio's technique of news coverage on a worldwide minute-to-minute basis is chronicled in a new volume, *Go Ahead, Garrison*, written by A. A. Schechter, NBC news and special events director [Dodd, Mead & Co., New York, $2]. Largely a fictionalized biography of his own and his associates' experiences, Mr. Schechter's book amounts to a history of the rapidly-developing radio news profession and emphasizes the tenets of radio journalism. Unique among the current crop of professional tales, the novel superimposes fictional characters upon a background of factual circumstances and events, such as radio's coverage of the New England hurricane, the *Squalus* sub disaster, European crises and wars and sundry special event pickups in the ken of most radio men.

Kraft Format Changed

WITH return of Bing Crosby Nov. 14 to the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., Chicago, the weekly 60-minute program has undergone several formula changes. There will be less chatter and more music in the future. Connie Boswell, vocalist, has joined the show and is being featured along with Crosby. A dramatic insert from current motion pictures also is used each week. Featured are well-known film talent. Bob Burns remains as m. c., with Ken Carpenter announcing. John Scott Trotter is musical director. Vocal harmony is supplied by the Music Maids. Robert Brewster continues as J. Walter Thompson Co. Hollywood producer, with Ted Hediger representing NBC. Carroll Carroll and Ed Helwick are writers.

Breaks the News

ALBERT J. BEVERIDGE Jr., of the WIRE, Indianapolis, news staff, was a candidate for State Senator in the recent elections and had the "pleasure" of making first public announcement of his defeat in that race while broadcasting unofficial tabulations of official returns during a pickup from the canvass board room at the courthouse.

WHOM's

(New Western Electric)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

Meet the LADIES

SUZANNE JAVEAU

GOLD BANGLES, cocker spaniels and early American magazines are the hobbies of Suzanne Javeau, but her work centers principally on her women's program on WWL, New Orleans. She started in radio seven years ago, doing straight dramatics on WMAQ, Chicago. When Clarke Salmon, her husband, moved South two years later to join the *New Orleans Item*, she became commentator for WSMB, New Orleans. After two more years she joined WWL, where she has had her own women's program for the last three years. New friends are surprised to learn she has a son in Tulane U. She plays golf and swims almost daily. Often during her programs she quotes her Great-Aunt Clothilde's ideas on household hints, and Aunt Clothilde now rivals Suzanne in fan mail volume.

'Divorce' Sponsors

THREE food sponsors have joined the group presenting the MBS program *I Want a Divorce*, sponsored cooperatively by the Food & Beverage Broadcasters Assn., through Brisacher, Davis & Staff, San Francisco. Added sponsors and stations carrying the half-hour weekly program are Golden Age Ginger Ale & Pepsi-Cola Co. on WJW, Akron; Sears Roebuck Co. on WGH, Newport News, Va., and Acme Breweries on the three Utah stations, KLO, Ogden; KOVO, Provo, and KEUB, Price.

DISTINGUISHED South Americans now in this country are the guest stars and musical talent on *Fiesta Pan Americana*, weekly half-hour program on NBC-Blue under the musical direction of Terig Tucci.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

New Shortwave Station Tested by Westinghouse

WESTINGHOUSE, now conducting equipment and program tests, announced Nov. 12 that it has begun shakedown operations of its new 50,000-watt international shortwave station WBOS, Boston, which it states is the first air-cooled shortwave set of that power in the United States. By Nov. 15 the station was to be operating in the European and Latin American service.

Engineers under Ralph N. Harmon, Westinghouse chief broadcasting engineer from Baltimore, are running round-the-clock tests daily on 11870 kc., except during the hours when WPIT, Pittsburgh, takes over that frequency for its regular transmissions to Latin America. WBOS is now operating under a WPIT construction permit, but later will use its own five frequencies. F. P. Nelson, director of shortwave activities for Westinghouse, will shortly go to Boston to supervise the formal opening.

Special New York Disc Of 'Information Please'

WHEN American Tobacco Co., New York, took over sponsorship of the NBC program *Information Please* on Nov. 15, it arranged with NBC Radio-Recording Division for a transcription of the program for presentation on WMCA, New York, the following Tuesday evening. The repeat of the Friday program was to be heard 8:30-9 p. m. on WMCA as a service to New Yorkers accustomed to that hour, starting Nov. 19.

Live version of the show is Fridays, 8:30-9 p. m. on NBC-Red, with the format essentially the same. Milton Cross continues as announcer, Clifton Fadiman as m.c. and the board of experts still comprises John Kieran, Franklin P. Adams and Oscar Levant. First guest Nov. 15 was Fred Allen, comedian. The commercials for Lucky Strike cigarettes also remain similar to those for Canada Dry Ginger Ale Co., former sponsor of the program. Lord & Thomas, New York, is agency.

TO PROMOTE LATIN RELATIONS

Paley and Party Taking Six-Week Aerial Tour —To Conduct Radio Survey for CBS—

WILLIAM S. PALEY, president of CBS, accompanied by Mrs. Paley and two CBS executives, Paul White, director of news programs, and Edmund Chester, new director of Latin-American relations, left New York Nov. 7 for a six-week aerial tour of South America. In announcing the survey trip, which is designed to collect data on South American radio conditions with the goal of increasing and improving radio cooperation between the Americas, Mr. Paley stated:

"I have long been convinced that there are many ways in which the ties uniting the American republics can be strengthened through the medium of broadcasting. Our peoples should know much more of each other's cultures. News and interpretative programs both can be made more effective to this end. The peoples of North and South America should be made better acquainted with each other — and radio intends to do its share."

To Visit Many Countries

Itinerary includes visits to Panama, Colombia, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil and Venezuela. While a major aim will be to learn what the South Americans want to hear, and how and when they want to hear it, the CBS executives will also attempt to pick out phases of life and culture in the countries visited that would be most interesting and instructive to listeners in the United States. Technical data on the number and distribution of receiving sets, conditions of reception and the like will also be collected by the party.

CBS was recently granted construction permits for two new 50-kw. shortwave stations, WCBX and WCRC, which are expected to be ready for regular operation by next fall. Eight antennas, designed for broadcasting to Latin America exclusively, are already under construction near Brentwood, L. I., affording 15 different broadcasting combinations with either of the two stations. Both transmitters can be shifted from one frequency to another instantaneously, enabling CBS engineers to use the one best suited to the atmospheric conditions of the day and season to provide the best reception in South and Central America.

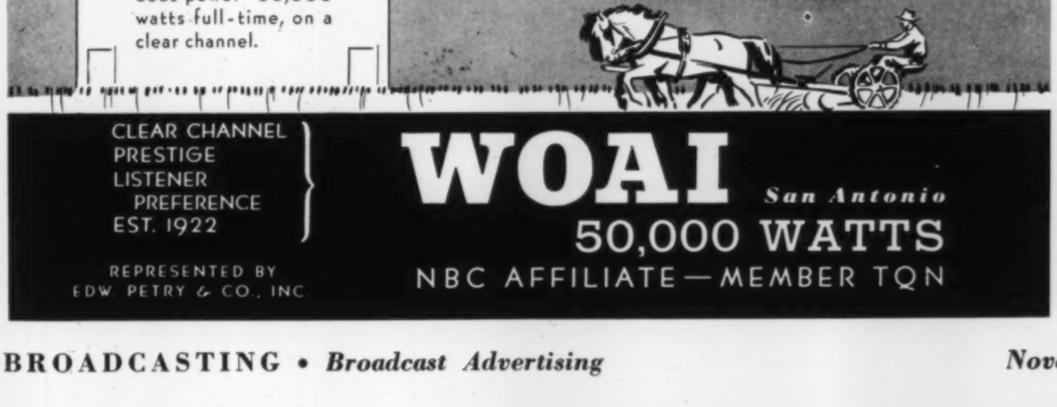
Another form of CBS cooperation with southern neighbors was the recent expansion of the *American School of the Air*, which programs are now available in Spanish and Portuguese recordings. Thus far 14 nations have announced their participation in the plan and their intention to use the programs in their schools this coming year.

INSURANCE GROUP STUDIES POLICIES

A SURVEY of insurance problems of broadcast stations, to devise means of standardizing policies with minimum premiums, has been launched by the NAB Insurance Committee, headed by Roger W. Clipp, general manager of WFIL.

As its first undertaking, the committee has sent member stations a questionnaire covering types of insurance carried. Subjects at issue are standardization of rates for various risks; more clearly defined risks as applicable to broadcasters; establishment of the status of broadcasters for purposes of compensation rates, and making available to broadcasters insurance covering risks not specifically included in insurance policies now written.

Individual questionnaire replies will be confidential, Chairman Clipp stated. The committee was established by NAB President Neville Miller after it became evident that a need for standardization had developed. Other members are William I. Moore, WBNX, New York; Charles A. Wall, NBC; C. R. Dean, CBS, and J. R. Poppele, WOR-MBS.


Benevolent
POWER
"Make hay" in the fertile South Texas market by using WOAI's tremendous power—50,000 watts full-time, on a clear channel.

CLEAR CHANNEL
PRESTIGE
LISTENER
PREFERENCE
EST. 1922

REPRESENTED BY
EDW. PETRY & CO., INC.

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

Beulah Karney

A GAL TO CHECK UP ON!

Her KMBC Happy Kitchen is consistently more than 85% commercial. In '39, J. Walter Thompson, McCann-Erickson, Lord & Thomas, and others bought 266 quarter-hour participations on her show. In '40 they'll top that record.

Interested in knowing why? Ask the agency execs . . . ask satisfied clients . . . or ask US. *We'll* tell you.

BEULAH KARNEY
Boosts Food Sales!
For some choice availabilities, open soon, call Free & Peters or wire KMBC collect.

KMBC
of Kansas City
The PERSONALITY Station

COMMERCIAL MANAGER
AVAILABLE

A COMMERCIAL MANAGER who has played an important role in building a station that was described as "ONE OF THE TOUGHEST SALES IN THE COUNTRY" to its present place of prominence among leading U. S stations in 4 years is looking for a new connection January 1st.

His efforts have tripled the business of a station that was a definite second in a highly competitive market and made that station the outstanding FIRST.

Young (32), aggressive, thorough. Background of splendid experience in newspaper advertising and merchandising prior to radio. Has wide acquaintance and fine reputation among time buyers in national field. A real record for personal sales and the direction of salesmen's efforts in the local field. Character references that speak for themselves. Thoroughly familiar with management problems and coordination of all departments. Sensible ideas concerning salary where genuine opportunity for future exists. Address Box 42, BROADCASTING.

Purely PROGRAMS

DOING a combination job of making academic subjects entertaining as well as instructive, a program titled *Unlimited Horizons* has been started on KGO, San Francisco. The series covers advancements in astronomy, physics, paleontology, geology and allied fields. They are being presented by NBC in cooperation with the U of California, Stanford U and California Institute of Technology. Celebrated savants participate, professional actors take part and orchestral music sets the scenes. The series rotates between the San Francisco and Hollywood studios.

* * *

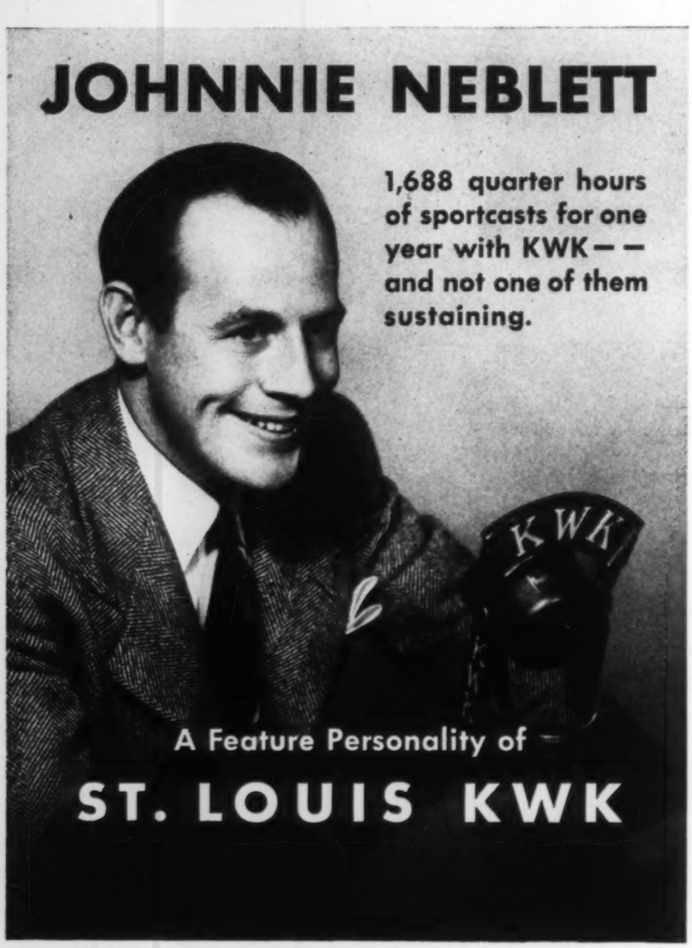
Women in Sports

A SPORTS program devoted entirely to the exploits of women in athletic fields was started Nov. 9 on WPEN, Philadelphia. Dottie Evans, captain of the U of Pennsylvania swimming team, handles the weekly feature, known as *Women in Sports.*

* * *

New in Books

USED to plug its new Book of the Month Club service, St. Paul Book & Stationery Co. is sponsoring *What's New* on KSTP, St. Paul. The program points out new items in everything from books to women's clothing.


JOHNNIE NEBLETT
1,688 quarter hours of sportcasts for one year with KWK— — and not one of them sustaining.
KWK
A Feature Personality of
ST. LOUIS KWK

Jobs Not Needed

EMPLOYMENT has increased so remarkably in the Cincinnati area that WLW recently found it necessary to replace its 14-month-old *I Want a Job* program with a weekly news summary. Sponsored by Dr. Thomas Kinwald, a Cincinnati dentist, the *I Want a Job* feature during its first 12 months secured positions for 1,345 men and women who told their stories on the air. Ed Mason, WLW farm program director, has conducted the program since it started. The new program, also sponsored by Dr. Kinwald, each Sunday will present Fred Foster and William McCord with summaries of the week's news.

Right or Wrong

TWENTY out of the studio audience are picked just before the broadcast of *The Fun Parade*, half-hour Wednesday evening feature on CFRB, Toronto, for Agnew Surpass Shoe Stores, national shoe chain. They take part in various features of the show, including a "yes" or "no" rapid fire quiz with the audience member being given a set sum of money from which is taken an amount for each wrong answer and to which is added an amount for each correct answer. Listeners can partake in the show by answering rapid-fire quiz questions on colored postcards available free at the shoe stores. Cash prize is awarded each week to one correct postcard picked at random from mail, amount of prize depending on color of postcard as announced on the program. Program is produced and placed by Dickson & Ford, Toronto.

* * *

Voice of the Majority

ASSOCIATED Students, U of California group, is presenting a series of programs on KRE, Berkeley, entitled *The California Hour.* The program presents music, drama and school life, and is designed to mirror the normal activities and ideals of university students. It is serving as the voice of the majority group to counteract the unfavorable publicity drawn to the university by an articulate minority.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

WARM BLANKETS for 20,000 poor persons of London who have been left homeless by air-raids is the aim of this Hollywood group from radio, advertising and motion pictures, who in early November under auspices of Bundles For Britain Inc. launched a 30-day appeal. They are (l to r) R. E. (Joe) Messer, production manager of Raymond R. Morgan Co., advertising agency; Fay Wray, radio and film actress; Homer O. Griffith, head of Homer Owen Griffith & Associates, station representatives.

* * *

For School Pupils

IN A DEAL worked out by Harry Maizlish, manager of KFWB, Hollywood, the *Los Angeles Examiner* has started sponsoring a five-weekly quarter-hour morning newscast directed to school children. Titled *Examiner Schoolcast*, the program is presented by Freeman Lusk, public relations executive of the Los Angeles Board of Education. Designed primarily for classroom use in schools, each program is devoted to five or six news items of headline importance. Historical and geographical background of each item is also given during the broadcast.

* * *

Room for Spots

RALPH BORRELLI, Italian program director at WPEN, Philadelphia, has devised a means to incorporate 10 spot announcements during a 15-minute period without losing the entertainment quality of the program entirely. Since the many announcements on the daily 5:15-5:30 p. m. Italian period practically crowded out the studio orchestra's selection, the program has been fashioned as "Announcements in Rhythm", interpolating commercials as the orchestra plays.

* * *

Cotton Pickers

SLANTED to the State's colored population, WKY, Oklahoma City, has started a new weekly all-Negro program, *Cabin in the Cotton.* No white person appears before the microphone during the 25-minute show, produced by Terry O'Sullivan. Music and atmosphere suggests a gathering of old-time cotton pickers after the day's work is done. Yarns are swapped and songs sung at the cabin of "Judge" Raymond Evans, in real life the WKY porter.

* * *

Per Word Charges

FOR THE use of retail dealers, real estate agents and others wishing to run help-wanted or lost and found notices, WMCA, New York, has started a series of daily half-hour morning programs titled *Reward for Listening*, with time sold on a wordage basis through Classified Broadcasts Ads, New York. Featured also are contests averaging awards of $25 daily with news and notes on fashions and recorded music.

What's fer Dinner?

ELEVEN national and regional firms are currently sponsoring participation in the thrice-weekly quarter-hour program, *What Shall I Have For Dinner?*, on KMPC, Beverly Hills, Cal. Programs feature Robert Balzer and Emily Lawrence who offer menus and suggestions on dining and wining as well as recipes. Participating sponsors include Old Monk Olive Oil Co., Chicago (olive oil); Wilson Packing Co., Los Angeles (smoked hams); French Kitchen Foods Corp., Chatsworth, Cal. (French Kettle onion soup); Hecker Co. Inc., Los Angeles (wine vinegars); Leigh Sillphant Co., Glendale, Cal. (canned pheasant); Beaulieu Vineyard Co., San Francisco (wines); Forst Packing Co., Kingston, N. Y. (smoked turkeys), and Nestle's Milk Products Co., San Francisco (Nescafe).

* * *

Time Specialists

MEMBERS of a local five-piece orchestra act as musical experts, answering musical queries and puzzles offered by listeners, on the new *Play or Pay*, sponsored by the local Holsum Bakery on WJNO, West Palm Beach, Fla. The Sunday evening half-hour originates from the Terrace Room of the George Washington Hotel before a large audience. A 10-inch birthday cake is offered listeners submitting usable musical questions.

* * *

Outside the 400

NOT VERY high-brow is the new weekday *Rowdy Revue* on WEEI, Boston, which allows Comedian Carl Moore to sing a bit and introduce "People You'd Hate to Know", folks chosen from among his many acquaintances during his night club and radio career. Augmented by a five-piece orchestra, the program also includes a song-guessing contest with theatre tickets as prizes.

* * *

Science and Crime

CRIME THRILLERS of a scientific nature makes for the *Scientific Crime Detectives* series inaugurated on WHAT, Philadelphia, started Nov. 5. Dr. W. Nisson Brenner, director of the Pennsylvania Institute of Criminology, and his assistant, Prof. Harry Myers, dispense with sound effects in chatting about the ways modern science has foiled and solved famous crimes.

Negro News

WSGN, Birmingham, Ala., recently started a six-weekly Negro newscast, *Negroes in the News*, covering Negro activities both locally and nationally. Commentator for the program, sponsored by a local credit clothier, is Robert Durr, publisher of *The Weekly Review*, local colored newspaper.

A Thanksgiving Idea

GUEST OF honor for the second successive year on *Thanks to America*, hour Thanksgiving program to be heard Nov. 21 on NBC-Blue, will again be the "world's most grateful man", as selected by a committee of experts as most perfectly representative of America's naturalized citizens. Highlights of past Thanksgivings will be dramatized, with Graham McNamee as m.c and narrator.

Nimrod Nuggets

KOB, Albuquerque, has started a *Hunters' Emergency Message Service* as part of its afternoon *Sports Review*. Designed to serve hunters in the field, the service on its first day relayed two urgent messages to nimrods and every day is available for emergency communications from relatives, friends or business associates.

* * *

Atlanta Circle

TO BOOST interest in its *Airport Reporter* program, WSB, Atlanta, has started an Air Guest Circle, membership in which is given to every person interviewed on the program, broadcast five times weekly from Atlanta's municipal airport.

* * *

To Televise Drama

W3XE, Philco's experimental television station in Philadelphia, will televise for the first time a collegiate theatrical production, picking up the annual show by the Templayers, drama group of Temple U.

Carolina Facts

TO ACQUAINT local citizens with the structure and mechanism of State government, WPTF, Raleigh, N. C., has started the new *Know Your State Government* series. Bulk of the broadcast comprises questions and answers by a group of six high school students, drawn from the Raleigh student body each week, and a State official.

* * *

Five of Them

A DRAMA series featuring the Edwards family, father, mother and three children, all experienced radio, stage and screen actors, entitled *The Five Edwards*, was started Nov. 6 on KGO, San Francisco, and NBC-Pacific Blue.

* * *

Art From Dawn

REPLACING the Sunday afternoon program, *The World Is Yours*, NBC on Nov. 10 started a dramatic series, *Pageant of Art*, covering the fine arts from the dawn of history to the industrial revolution and presented in cooperation with the Metropolitan Museum of Art.

National Defense Program brings 25,000 new people and millions of dollars to Savannah area. We sell this market . . . at the lowest per person cost of any medium.

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

Election Returns are all in . . .

and KFYR has again won first place as the favorite station in the Northwest!

Let us sell your story

550 Kilocycles
NBC Affiliate

KFYR

5000 Watts Day
1000 Watts Night

Meyer Broadcasting Company
BISMARCK, North Dakota
JOHN BLAIR & CO., *National Representatives*

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGN, Chicago

Simplex Shoe Mfg. Co., Milwaukee (Flexies), 5 *sp* weekly, 8 weeks, thru Beaumont & Hohman, Chicago.

Farnsworth Television & Radio Corp., Ft. Wayne, Ind., 16 *sa*, thru N. W. Ayer & Son, Chicago.

Consolidated Drug Products, Chicago, 6 *t* weekly, thru Benson & Dall, Chicago.

Railway Express Agency, New York, 36 *ta*, thru Caples Co., N. Y.

Remington-Rand, Buffalo, 3 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Axton-Fisher Tobacco Co., Louisville (20 Grand cigarettes), 6 *sp* weekly, 13 weeks, thru McCann-Erickson, Chicago.

F. Ad. Richter Co., Brooklyn (Anchor Pain-Expeller), weekly *sp*, 20 weeks, thru H. W. Kastor & Sons, Chicago.

Famous Permanent Wave Salons Inc., Chicago, 6 *sa* weekly, thru Ferry-Hanly Co., Chicago.

Beaumont Co., St. Louis (4-Way Cold tablets), weekly *sp*, 22 weeks, thru H. W. Kastor & Sons, Chicago.

Jests Inc., Brooklyn (antacid tablets), weekly *ta*, 52 weeks; 3 *sp* weekly, thru Joseph Katz Co., Baltimore.

Sheaffer Pen Co., Fort Madison, Ia., 6 *sa* weekly, 52 weeks, thru Russell M. Seeds Co. Chicago.

Andy Lotshaw Co., Chicago (Gorjus), 3 *t* weekly, 13 weeks, thru Neisser-Meyerhoff, Chicago.

American Cranberry Exchange, New York (Eatmor cranberries), 26 *sa*, thru BBDO, N. Y.

P. Lorillard Co., New York (Old Golds), 3 *sp* weekly, thru Lennen & Mitchell, N. Y.

KFI, Los Angeles

Larus & Bro. Co., Richmond, Va. (Chelsea cigarettes) weekly *sp*, thru Warwick & Legler, N. Y.

American Cranberry Exchange, New York (Eatmor cranberries), 3 *sa* weekly, thru BBDO, N. Y.

Sunnyvale Packing Corp., San Francisco (Rancho soups), 5 *sp* weekly, thru Lord & Thomas, San Francisco.

Healthaids Inc., Jersey City (Serutan), 3 *sp* weekly, thru Raymond R. Spector Co., N. Y.

White Labs., Newark (Chooz), 3 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Remington-Rand, Buffalo (electric razors), 27 *sa*, thru Leeford Adv. Agency, N. Y.

Chemicals Inc., San Francisco (Vano-cleanser), 5 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Planters Nut & Chocolate Co., San Francisco (peanut oil), 3 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

KECA, Los Angeles

C. H. Baker & Co., Los Angeles (shoe chain store), 5 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.

Therapy Ltd., Los Angeles (vitamin products), weekly *sp*, thru Philip J. Meany Co., Los Angeles.

B. C. Remedy Co., Durham, N. C., (proprietary), 3 *t* weekly, thru Harvey-Massengale Co., Atlanta.

Piso Co., Warren, Pa., (proprietary), 3 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

WHK, Cleveland

G. T. Fulford Co., New York (Dr. (William's pills), 104 *ta* thru Spot Broadcasting, N. Y.

Union Pharmaceutical Co., New York (Saraka), 156 *sa*, thru Sherman K. Ellis & Co., N. Y.

American Greeting Publishers, Detroit (greeting cards), 4 *sa* weekly, thru Simons-Michelson Co., Detroit.

Pacquin Inc., New York (hand cream), 24 *sa*, thru Wm. Esty & Co., N. Y.

Commercial Credit Co., Baltimore, 65 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.

Dr. W. B. Caldwell Inc. Monticello, Ill. (proprietary), 156 *ta*, thru Sherman & Marquette, Chicago.

Vick Chemical Co., New York (proprietary), 91 *ta*, thru Morse International, N. Y.

CJCA, Edmonton, Alta.

B.C. Fruit Board, Kelowna, B.C., 15 *sa*, thru Canadian Adv. Agency, Montreal.

W. K. Buckley Ltd., Toronto, 52 *ta*, thru Tandy Adv. Agency, Toronto.

Canadian Canners, Hamilton, 33 *ta*, thru Russell T. Kelley Ltd., Hamilton.

Ex-Lax Ltd., Montreal, 66 *ta*, thru Cockfield Brown & Co., Montreal.

Libby McNeill & Libby of Canada, Chatham, Ont. (beans), 26 *ta*, thru McConnell Eastman & Co., Toronto.

Liberty Magazine, Toronto, 13 *t*, thru Cockfield Brown & Co., Toronto.

Mantle Lamp Co. of America, Chicago, 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.

CKCL, Toronto

Planters Nut & Chocolate Co., Toronto (peanuts), 6 *ta* weekly, thru Norris-Patterson, Toronto.

S. S. Kresge Co., Toronto (chain stores), 3 *sp* weekly, direct.

McLean's Ltd., London, England (proprietary), 3 *t* weekly, thru Atherton & Currier, Toronto.

KNX, Hollywood

W. A. Sheaffer Pen. Co., Fort Madison, Ia., 3 *sa* weekly, thru Russell M. Seeds Co., Chicago.

Basic Foods Inc., Somerset, Pa., (health bread), 3 *sp* weekly, thru Elucidator Publications, Hollywood.

KGO, San Francisco

Cook Products Corp., San Francisco (salad dressing) weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

E. Fougera & Co., New York (Vapex) 3 *sa* weekly, thru Small & Seiffer, N. Y.

KOA, Denver

P. Lorillard Co., New York (Old Gold), 2 *t* weekly, thru Lennen & Mitchell, N. Y.

Bay Petroleum Corp., Denver, 3 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.

Aviation Institute, Denver (training school), weekly *sp*, thru Lane-Freiberger Agency, Denver.

Mantle Lamp Co., Chicago, weekly *t*, thru Presba, Fellers & Presba, Chicago.

Ford Motor Co., Dearborn, 7 *sa* weekly, thru McCann-Erickson, Detroit.

Standard Oil Co. of Indiana, Chicago (industrial lubricants), 4 *sa* weekly, thru McCann-Erickson, Chicago.

Wincharger Corp., Sioux City, Ia. (current generators), 3 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.

American Chicle Co., Long Island City, N. Y. (Beeman's gum), 4 *sa* weekly, thru Badger & Browning Inc., New York.

Beaumont Laboratories, St. Louis (cold tablets), 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Industrial Training Corp., Chicago (technical school), weekly *t*, thru James R. Lunke & Associates, Chicago.

Thomas Leeming & Co., New York (Baume Bengue), 6 *sa* weekly, thru Wm. Esty & Co., New York.

Railway Express Agency, New York, 36 *sa*, thru Caples Co., New York.

WOWO-WGL, Fort Wayne

Arcady Farms Milling Co., Chicago (feeds), 78 *sa*, thru Erwin, Wasey & Co., Chicago.

Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind., 18 *sa*, thru Campbell-Ewald Co., Detroit.

Household Magazine, Topeka, 6 *sa*, thru Presba, Fellers & Presba, Chicago.

Farnsworth Television & Radio Corp., Fort Wayne, 12 *sa*, thru N. W. Ayer & Son, Chicago.

KYW, Philadelphia

Landwehr Heating Corp., Philadelphia (oil burners), 6 *sa* weekly, thru Oswalk Adv., Philadelphia.

Piso Co., Warren, Pa. (cough syrup), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

Ludin's Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes, N. Y.

Packard Motor Car Co., Detroit, 2 *ta* daily, thru Young & Rubicam, N. Y.

KRBM
KPFA
KGIR
IN

"Look Bess . . . I went for the big one an' got two extra!"

More for your money on the Z Net. Montana Broadcasters, Box 1956, Butte, Montana.

Pd. Adv.

KHJ, Los Angeles

U. S. Playing Card Co., Cincinnati, 6 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Potter Drug & Chemical Corp., Malden, Mass., (Cuticura soap), 12 *sa* weekly, thru Atherton & Currier, N. Y.

Lyon Van & Storage Co., Los Angeles (chain service), 3 *ta* weekly, thru BBDO, Hollywood.

Randall Motor Club, Los Angeles (auto club and insurance), weekly *sp*, thru Lockwood Shackleford Adv. Agency, Los Angeles.

Union Pacific Railroad, Omaha, 40 *sa*, thru Caples Co., Los Angeles.

Gallo Wine Co., Modesto, Cal., (wines), 21 *ta* weekly, thru Ted Dahl Adv. Agency, Los Angeles.

Red-ee Foods Inc., Los Angeles (Cinch Cake Mix), 3 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

KPO, San Francisco

Challenge Cream & Butter Assn., Los Angeles, weekly *sp*, thru Brisacher, Davis & Staff, Los Angeles.

Standard Oil Co. of Cal., San Francisco, 21 *sa* weekly, thru McCann-Erickson, San Francisco.

Beaumont Labs., St. Louis (4-way Cold Tablets), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Lehn & Fink Products, New York (Hinds), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.

Piso Co., Warren, Pa. (cough syrup), weekly *sa*, thru Lake-Spiro-Shurman, Memphis.

Purex Corp., South Gate, Cal. (bleacher), 2 *sa* weekly, thru Lord & Thomas, Los Angeles.

WHN, New York

Henry Heide, New York (candy cough drops), 24 *sa* weekly, 13 weeks, thru Buchanan & Co., N. Y.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap), *sa* series, 46 weeks, thru Atherton & Currier, N. Y.

Glama-Pak Co., New York (facial treatment), 12 *sa* weekly, 13 weeks, thru Lynn Baker Co., N. Y.

McManus Laboratories, Brooklyn (Koolerwave permanent waver), 6 *sa* weekly, 13 weeks, direct.

KSL, Salt Lake City

Schumacher & Co., New York (Waverly fabrics), 5 *sa* weekly, thru Anderson, Davis & Platte, N. Y.

Wm. H. Wise & Co., New York (books), *t* series, thru Northwest Radio Adv. Co., Seattle.

Packard Motor Car Co., Detroit, *sa* series, thru Young & Rubicam, N. Y.

Railway Express Co., New York, 35 *ta*, thru Caples Co., N. Y.

Sheaffer Pen Co., Fort Madison, 260 *sa*, thru Russell M. Seeds Co., Chicago.

KMPC, Beverly Hills, Cal.

Stein Bros., New York (clothing chain stores), 6 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.

Ace Distributing Co., Los Angeles (wines), 5 *sp* weekly, thru Mayers Co., Los Angeles.

BZB Honey Co., Alhambra, Cal., 6 *sp* weekly, thru Glasser Adv. Agency, Los Angeles.

Helms Olympic Bakeries, Los Angeles (chain), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.

KQW, San Jose, Cal.

Mission Packing Co., Los Angeles (glaced fruit), 7 *ta* weekly, thru Dana Jones Co., Los Angeles.

Princess Pat, Chicago (lipstick) weekly *sa*, thru Frank Steel Associates, Chicago.

Morton Salt Co., Milwaukee (salt), 3 *t* weekly, thru Klau-Van Pietersom-Dunlap, Milwaukee.

Caterpillar Tractor Co., San Leandro, Cal. (tractors) 5 *sp* weekly, direct.

WINS, New York

Ex-Lax Inc., Brooklyn (Jests indigestion tablets), 40 *sa* weekly, thru Joseph Katz Co., N. Y.

United Shoe Exchange, New York, 3 *sp* weekly, 13 weeks, direct.

Radio Advertisers

GENERAL FOODS SALES Co., New York (Calumet Baking Powder), on Nov. 11 renewed for seven weeks *What Do You Say* program Mondays thru Fridays, 12:15-12:30 p.m, on WGN, Chicago. Alan Scott is m.c. on the show, which draws its talent from a daily audience of women. Agency is Young & Rubicam, New York. P. Lorillard Co., New York (Sensation cigarettes), on Nov 4 started a five-weekly quarter-hour musical program, *Sensation Syncopation*, starring Bill Anson, featured on many Chicago programs as mimic and m.c. Program is heard Mondays thru Saturdays 5-5:15 p.m. Lennen & Mitchell, New York, handles the account. Fels & Co., Philadelphia (Fels Naptha soap), on Nov. 4 renewed for 13 weeks its thrice-weekly quarter-hour program, *Tom, Dick & Harry*, through Young & Rubicam, New York. San Alto Cigar Co., Chicago, on Oct. 26 started a 26-time spot announcement campaign placed by Spector-Goodman Adv., Chicago.

TWO commercial programs on WABC, New York, on Nov. 4 shifted time as follows: John Nesbitt's *Passing Parade*, sponsored by Gordon Baking Co. for Silvercup bread, now is heard 8:20-8:25 a.m., Monday through Friday, instead of 7:40-7:45 a.m.; Jack Berch's variety program, sponsored by White Laboratories for Chooz gum, shifts from Monday, Wednesday, Friday, 8:20-8:25 a.m. to Tuesday, Thursday, Saturday, 8:15-8:20 a.m. Agencies respectively are Barton A. Stebbins and Wm. Esty & Co., both New York.

RUBEL BAKING Co., Cincinnati, through Frederic W. Ziv Agency, Cincinnati, on Nov. 7 signed for the five-weekly quarter-hour transcribed show, *Forbidden Diary*, on WKRC, that city. This is the second local bakery currently on WKRC. Rainbo Baking Co. is using seven 15-minute man-on-the-street programs. *Forbidden Diary* features Joan Kay and Bonnie Kay.

FRED FEAR & Co., Brooklyn, which has announced its annual Easter campaign for Chick Chick and Presto Easter egg dyes of daily one-minute spot announcements on 10 stations for ten days prior to Easter Sunday, also plans to use the *Uncle Don* program on WOR, Newark, during that period. Agency is Menken Adv., New York.

FITGER BEER Co., Minneapolis, is currently using seven weekly one-minute transcribed announcements on KDAL and WEBC, Duluth; WHLB, Hibbing, Minn., and WMFG, Virginia, Minn. Contracts run to Jan. 1, 1941. Sherman & Marquette Inc., Chicago, placed the business.

KFRC

1st IN PROGRAM ADVERTISERS!

More San Francisco program advertisers use time on KFRC than on any other network station! This includes both local and network programs purchased in this area by advertisers and agencies!

BARNEY'S CLOTHES, New York, on Nov. 6 started a thrice-weekly series of sports programs on WNEW, New York, devoted exclusively to the sports activities of all schools in the metropolitan area. Titled *The High School Sports Roundup*, the series includes predictions of future games, comments by team members on past games and interviews with outstanding players of all the major sports. Programs are heard Tuesdays, Thursdays and Saturdays, 8:15-8:30 p.m. Agency is Emil Mogul Co., New York.

NORTHWESTERN Mutual Savings & Loan Assn., Fargo, N. D., is sponsoring Dorothy Thompson's Sunday evening news comments on KVOX, Moorhead, Minn., as the 15th advertiser for her cooperatively sponsored series on MBS stations.

STANDARD OIL Co. of Indiana has increased its "Laughat Winter" campaign to 54 Midwest stations. [BROADCASTING, Nov. 1]. The 26-time campaign of chain-break announcements started Oct. 31. McCann-Erickson, Chicago, is the agency.

ROYAL TOBACCO Co., Montreal, has started a recorded program, transcribed at a Montreal theatre, twice-weekly on CFCF, Montreal, and thrice-weekly on CKAC, Montreal. Account was placed by Metropolitan Broadcasting Service, Toronto.

A Just Reward

WHEN Leonard Nasman, now commercial manager of WFMJ, Youngstown, let an eager youngster carry his shoulder pads on to the gridiron where his high school team was playing back in 1925, he didn't know his good deed would bring a just reward. The reward appeared a few days ago when Joseph Hannon, of Steel City Paint Co., signed a contract for WFMJ time. He was the lucky lad who had carried the shoulder pads, and he had never forgotten the time his gridiron hero took him through the gate.

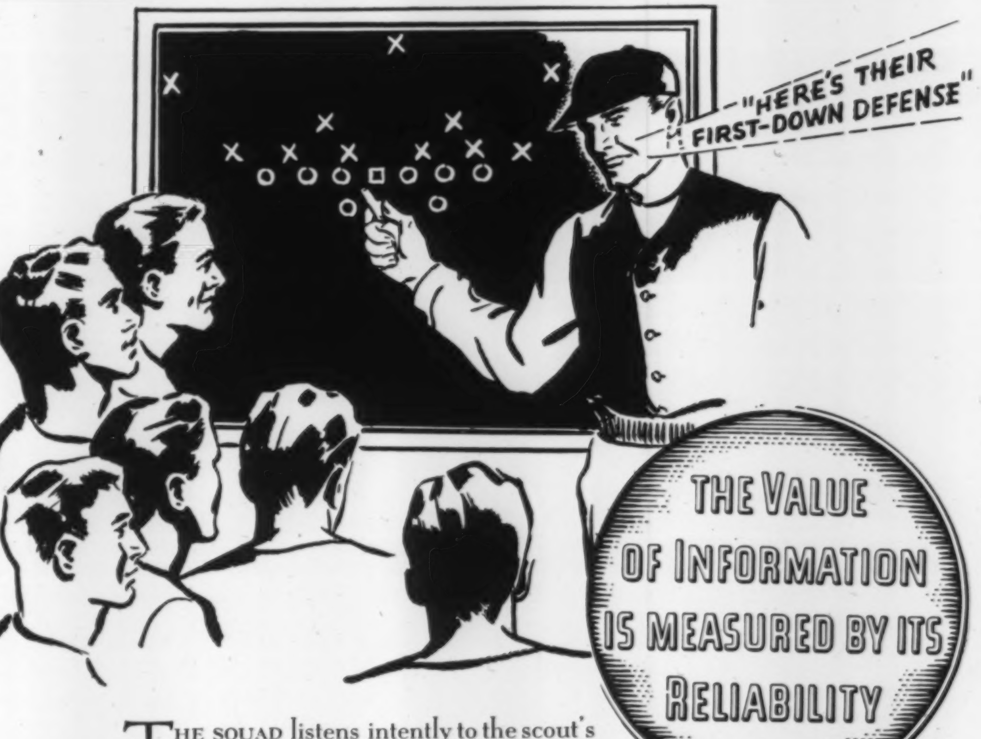
TWO sponsors have joined the group already using the five times weekly news commentaries by Fulton Lewis Jr. on MBS, making a total of ten participating sponsors. Additions are Gillette Safety Razor Co., Boston, on WJR, Akron, an J. R. Cooke Chevrolet Co., Lexington, on WLAP, that city.

INDIANA FUR Co., Indianapolis, is sponsoring a thrice-weekly quarter-hour program, *Serenade in the Night*, on WIRE, Indianapolis. Program features Virginia Byrd at the novachord with Robert Pace, vocalist. Account was placed direct.

CHILDS Co., New York, for its restaurants in the metropolitan area, is sponsoring Phil Cook's *Morning Almanac* program on WABC, New York, Mondays, Wednesdays and Fridays, 7:30-7:45 a.m. Agency is Geyer, Cornell & Newell, New York.

DREZMA, Inc., New York, on Nov. 12 started Nell Vinick's *Lessons in Loveliness* program for Drezma Beauty Aids on WABC, New York. The half-hour weekly program was heard last year on WOR, Newark. Lynn Baker Co., New York, is the newly-appointed agency.

CHICAGO, Milwaukee & St. Paul Railroad, on Nov. 10 started for 13 weeks, a weekly quarter-hour news period featuring Alan Scott, on WGN, Chicago. Program is heard Sundays, 6-6:30 p.m. Roche, Williams & Cunnyngham, Chicago, handles the account. Plough Inc., Memphis (Penetro), on Nov. 7 started on WGN a thrice-weekly five-minute transcribed series, Tuesdays, Thursdays and Saturdays 7:20-7:25 a.m. Agency is Lake-Spiro-Shurman Inc., Memphis.


"HERE'S THEIR FIRST-DOWN DEFENSE"
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

THE SQUAD listens intently to the scout's report. In crashing a line or a market, you get farther when you know just what you're up against. We consider it our responsibility to present an accurate picture of the factors that can contribute to the successful use of spot radio advertising in the markets we represent.

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

CHICAGO
520 N. Michigan Ave
SUPerior 8659

NEW YORK
341 Madison Avenue
Murray Hill 9-6084

DETROIT
New Center Building
Madison 7889

ST. LOUIS
455 Paul Brown Building
Chestnut 4154

LOS ANGELES
Chamber of Commerce Bldg
Prospect 3584

SAN FRANCISCO
608 Russ Building
Douglas 3188

Why lose listeners at sundown?

KLRA
LITTLE ROCK
ARKANSAS
gives you
Continuous Coverage
Full Time--
over the
ONLY
COLUMBIA
STATION
in the state!

5000 WATTS DAY & NIGHT

THE KATZ AGENCY
National Representatives

JAMES R. ABRAMS, formerly of Congoleum-Nairn Inc., Kearny, N. J., has been appointed advertising director of the domestic gas range division of the Assn. of Gas Appliance and Equipment Mfgrs., New York, user of spot radio through its dealers.

HELMS OLYMPIC BAKERIES, Los Angeles, through Martin Allen Adv., Los Angeles, has started eight-week participation in the *Uncle Harry* juvenile program on KMPC, Beverly Hills, Cal. BZB Honey Co., Alhambra, through Glasser Adv. Agency, Los Angeles, has started six-weekly participation for four weeks on KMPC's *Andy & Virginia* program. Ace Distributing Co., Los Angeles, through The Meyers Co., that city, on Nov. 6 started sponsoring Clete Roberts' five-weekly quarter-hour evening newscast, *Heart of the News*, for 21 weeks on the station.

J. C. ENO (Canada) Ltd., Toronto, for Thermogene has started *Melodies of Memory* weekly on 29 Canadian stations, and five times weekly on CFRB, Toronto. For Eno's Fruit Salt, the same sponsor has started *Stars of the Week* on 34 Canadian stations thrice-weekly. Accounts were placed by Atherton & Currier, Toronto.

GALLO WINE Co., Modesto, Cal., new to West Coast radio, in a 52-week campaign started Oct. 31 is using 21 transcribed announcements weekly on KHJ, Los Angeles. Firm plans to use other West Coast stations, with placement through Ted Dahl Adv. Agency, Los Angeles.

MONARCH WINE Co., Brooklyn, on Nov. 9 started, for Gold Ribbon wine, a Saturday night variety program, 8-10 p.m. on WMCA, New York. Program is chiefly musical and features guest stars and last-minute news flashes. Agency is Arthur Rosenberg Co., New York.

Mobilgas
to sponsor Central New England news, chooses
WTAG
WORCESTER

August 22
Mobilgas seeks sponsorship of Central New England news! The first question of Mobilgas is, "To what station do the people in this area turn for their news?" And the answer shows up quickly — WTAG, Worcester Do they listen to the same station for morning and late evening news? They do, Mobilgas discovers.

September 30
Mobilgas takes over WTAG's morning and evening news bulletins, 7:45 a.m. and 11:00 p.m.

Moral:
There is only one approach to Central New England's radio audience and that is through WTAG.

OWNED AND OPERATED BY
THE WORCESTER TELEGRAM-GAZETTE
NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC. — NATIONAL REPRESENTATIVE

VISITING Chicago during the recent auto show, H. C. Doss, general sales manager of Ford Motor Co., was interviewed on WLS and made a member of the "Over 900,000 Club" of the *WLS National Barn Dance*. Gathered around for the pinning are (l to r) Art Page, WLS farm program director; A. S. Hatch, Ford branch manager in Chicago; WLS Program Director Harold Safford, pinning the red-white-and-blue badge on the honored guest; Don Kelly, WLS promotion manager; Mr. Doss; F. A. Alter, Ford Motor Co. sales promotion manager; Chick Freeman, of the WLS sales staff.

Cash Spurner

DOUG ARTHUR, who dials listeners for cash awards on his *Say It* program on WIBG, Glenside, Pa., tells of a phone number selection made the other day. He called the number to award $80 to the listener, and after explaining the reason for his call, was politely told: "Veddy sorry, sir, but I do not believe Madam would be at all interested."

BULLOCK'S Inc., Los Angeles department store, consistent user of Southern California radio, on Nov. 4 started a five-weekly quarter-hour commentary, directed to women, on KECA, that city. Series features Art Baker, and contract is for 13 weeks. Firm also sponsors the five-weekly half-hour children's program, *Whoa, Bill Club*, on KFAC, that city. Agency is Dana Jones Co., Los Angeles.

WILLARDSON Co., Los Angeles (Norbest turkeys), new to radio, in a holiday season campaign which started Nov. 4 is sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is McCarty Co., Los Angeles.

PACIFIC SOAP Co., Los Angeles (Citrus soap), new to radio, in a 30-day test campaign ending Nov. 30, is using 10 transcribed announcements weekly on KOMO, Seattle. Robert Smith Adv. Agency, Los Angeles, has the account.

WFBL
SYRACUSE
SENSATION Cigarettes
Chooses WFBL
For New Test Campaign

Syracuse is proved as the ideal test market . . . . and WFBL the preferred station in Syracuse and Central New York . . . by every check. That's why Sensation Cigarettes chose WFBL for their new test campaign.

More advertisers test more products over this station. For complete market data, rates and time available write

WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

UNION OIL Co., Los Angeles (radiator stop-freeze), in a four-day campaign early in November sponsored chain break announcements on 15 Pacific Coast stations, using seven on each. List included KVOS KVI KIRO KHQ KIT KPQ KVJ KOIN KSLM KORE KFJI KMED KBKR KVCV KOH. Agency is Lord & Thomas, Los Angeles.

LOS ALAMITOS PACKING Co., Los Alamitos, Cal., (Dr. Ross' dog and cat food; Skippy dog and cat food; Silver Foam soap), placing direct, in a 17-week campaign started Nov. 6 is sponsoring the thrice-weekly quarter-hour children's adventure program, *The Cobbers Club*, on KMPC, Beverly Hills, Cal. Firm, for its various products, also sponsors a weekly quarter-hour musical program, featuring Harold Agal, on KGER, Long Beach, Cal.; participation six times a week in the *Old Colonel* on KMTR, Hollywood; thrice-weekly participation in Irma Gregory Griffith's program on KMJ, Fresno, Cal.; six spot announcements weekly on KROW, Oakland. In addition, the company uses six spot announcements weekly on XEMO.

LEHN & FINK (Canada), Toronto, for Pebeco toothpaste and powder, has started *Let's Listen to Lesser* a live quarter-show twice daily, five times a week on CFRB, Toronto. Account was placed by McConnell Eastman & Co., Toronto.

McLEAN'S Ltd., London, England, (proprietary) on Nov. 4 started quarter-hour musical transcriptions featuring Wishart Campbell three times weekly on 12 Canadian stations. Account was placed by Atherton & Currier, Toronto.

CARSON, PIRIE, SCOTT & Co., Chicago (department store), on Nov. 3 started a varied spot announcement campaign on WBBM, WGN, WIND and WAAF. Agency is McJunkin Adv. Co., Chicago.

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.
National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

AGENCY *Appointments*

JOHN F. JELKE Co., Chicago (Good Luck margarine, other foods), to Young & Rubicam, Chicago. No radio plans at present.

CHICAGO LAUNDRY OWNERS Association to Needham, Louis & Brorby, Chicago. No radio plans at present.

FRANK BAKER BREAD Co., Lima, O. (Plezol bread), to MacDonald-Potter, Chicago. Radio may be used later.

FOREST GARMENT Co., Cleveland (women's clothes), to Frankel-Rose Co., Chicago. No radio plans at present.

TURNER MFG. Co., Chicago (furniture novelties, pictures, mirrors), to Frankel-Rose Co., Chicago. Radio not contemplated at present.

PARFAIT POWDER PUFF Co., Chicago, to Frank R. Steel & Assoc., same city. Radio being considered.

NYLON COLD SUDS Co., Portland, Ore., to Searcy Adv. Agency, Portland.

CARSON PIRIE SCOTT & Co., Chicago, to Abbott Kimball Inc., New York.

JEL-SERT Co., Chicago, to Cecil & Presbrey, Chicago.

BROADWAY-HOLLYWOOD Department Store, Hollywood, to Lee Ringer Adv., Los Angeles. Currently sponsoring five-weekly quarter-hour *Bridge Club* on KECA, Agency also services Broadway Department Store, Los Angeles.

B. F. GOODRICH Co., Akron, to BBDO, New York, effective Feb. 1, 1941, for all automobile tire advertising. No advertising plans decided as yet.

UNION PHARMACEUTICAL Co., Bloomfield, N. J. (Saraka laxative), to Lawrence C. Gumbinner Adv. Agency, New York. No plans made as yet.

VIRGINIA POPE BIRDS & ANIMALS, New York (bird foods), to Milton J. Adler Co., New York. Radio planned late this year.

BLAIR LABORATORIES, Lynchburg, Va., to Lynn Baker Co., New York, to handle advertising and sales promotion for its food products and cosmetics. No advertising plans have been made as yet.

KENILWORTH PIPE Co., Chicago (Kenette Sof-Bit cigaret holder), to Critchfield & Co., Chicago. Plans not yet decided.

CONTINENTAL RADIO & TELEVISION Corp., Chicago (Admiral radio sets), to Cruttenden & Eger, Chicago. Radio may be used.

RYAN MILLING Co., Buffalo, to Moss-Chase Co., Buffalo.

DON MacDONALD, Philadelphia (clothing), to Vernik Adv. Agency, Philadelphia.

PIPER Co., St. Louis (exterminator supplies), to Christy Humburg Adv. Agency, St. Louis.

KONDON MFG. Co., Minneapolis, to United Adv. Companies, Chicago.

CALIFORNIA DAIRY Council, San Francisco, to Albert Frank-Guenther Law Adv. Agency, San Francisco.

BENDIX HOME APPLIANCES Inc., South Bend, Ind., to Young & Rubicam, Chicago.

MISSION DRY Corp., Los Angeles, to Maxon Inc., New York, for V. V. Vitawater. Company currently sponsors *Where Are You From?*, half-hour weekly program on WOR, Newark, and has made no further radio plans.

SIEBEL INSTITUTE OF TECHNOLOGY, Chicago (school of brewing and baking), to Lane, Benson, McClure, Chicago. No radio plans at present.

PFAFFMAN Co., Cleveland (soup), to Gregory-Bolton Inc., Cleveland.

WGN Wins Script Appeal

ILLINOIS Appellate Court in a unanimous decision Nov. 4 upheld a Superior Court ruling that the property rights in the radio serial *Painted Dreams* rested with WGN Inc., and the *Chicago Tribune Co.* Miss Irna Phillips, who was employed by WGN from 1930 to April, 1932, had brought suit for an injunction and accounting, asserting she was the creator and independent owner of the drama and owned it by copyright.

MAX WYLIE, director of the CBS script division, has prepared his second volume of radio scripts "Best Broadcasts of 1940", published Nov. 15 by Whittlesley House, New York.

Advertisers in Canada Arrange Annual Awards For Outstanding Merit

OUTSTANDING contributions in the field of advertising will be recognized by the annual presentation of a gold and three silver medals, to be awarded by the Assn. of Canadian Advertisers, it was announced at the annual meeting of the ACA at Toronto Oct. 31-Nov. 1. The awards will start next year.

At closed meetings developments in radio advertising regulations were discussed, including what action the ACA might take in connection with changes in regulations permitting sponsored newscasts, which go into effect Jan. 1. The ACA heard a paper on radio by G. A. Phare of R. C. Smith & Son, Toronto agency, pointing out the problems of the agencies. The paper was presented in the name of the Canadian Assn. of Advertising Agencies.

Charles R. Vint, president of Colgate-Palmolive-Peet Co., Toronto was elected president for the coming year. Although Canadian born, he started with his present firm in Milwaukee as an office boy at $3.50 a week in 1903. In 1913 he was sent to Canada as manager of the new Canadian subsidiary. He became president of the Canadian company in 1939 and has been personally in charge of the Canadian company's advertising for many years.

Other officers appointed were: Vice-president, Robert E. Jones, General Foods, Toronto; P. K. Abrahamson, Borden Co., Toronto; E. F. Millard, Ford Motor Co. of Canada, Windsor, Ont.; R. E. Merry, Lever Bros., Toronto. Directors, Glen Bannerman, Hudson Motor of Canada, Toronto; B. W. Keightley, Canadian Industries, Montreal; R. H. Rimmer, Canadian General Electric Co., Toronto; K. R. Townsend, Canadian Westinghouse Co., Hamilton, Ont.; J. E. Mason, Canada Dry Ginger Ale Co., Toronto; W. O. H. James, Dominion Bank, Toronto; J. W. Doherty, Imperial Oil, Toronto; J. E. Mason, Canada Dry Ginger Ale Co., Toronto; Ray L. Sperber, Sterling Distributors, Windsor, Ont.; Neill B. Powter, Howard Smith Paper Mills, Montreal; secretary, G. S. H. Carter, Toronto General Trusts Corp., Toronto, and Miss F. E. Clotworthy.

Campana's 11th Year

CAMPANA SALES Co., Batavia, Ill., on Nov. 26 starts the 11th year of broadcasting of its *First Nighter* program, currently on 53 CBS stations, Tuesdays, 8:30-8:55 p. m. Agency is Aubrey, Moore & Wallace, Chicago.

WPTF, Raleigh, on or about Jan. 1, will begin operation with 50,000 watts on the 680 kc. channel. In the Oct. 15 issue of BROADCASTING, page 77, the frequency erroneously was given as 630 kc. We regret the typographical error.

on or about January 1, 1941

50,000 watts

offering greatest single station coverage of North Carolina

WPTF

680 Kc.

NBC Affiliate

Raleigh, N. C.

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

Agencies

BROWN & THOMAS Adv. Corp., New York agency, has opened a Chicago office at 919 N. Michigan Blvd. Telephone is Whitehall 5757. Louis E. Golan, former vice-president and general sales manager of Schenley Distillers, Chicago, also organizer of Liquor Products Co., Chicago, and a Chicago Parks Commissioner, in charge, is president.

DANE LUSSIER, Hollywood writer of BBDO, is the father of an 8½-pound boy born Nov. 2.

FREDERICK T. WEEKS, president of Brewer-Weeks Agency, San Francisco, recently announced his retirement from the agency to succeed his late father in the Weeks Stevedoring Co., New York. His interest has been purchased by W. A. Brewer, cofounder and president.

EDWARD H. LEWIS Jr., formerly advertising manager of Motor Parts Co., has joined Stewart-Jordon Co., Philadelphia agency.

EDDIE GOULD, radio executive of McConnell Eastman & Co., Toronto, was married recently.

GORDON STEEDMAN, of the San Francisco office of J. Walter Thompson Co., recently was transferred to the Seattle office in charge of copy and production.

BOB DWORKIN & ASSOCIATES, radio research service, has been established at 6253 Hollywood Blvd., Hollywood.

METROPOLITAN Broadcasting Service, Toronto, has opened an office at 1100 Craig St. E., Montreal, with Jim Vernon in charge, according to Ken Soble. New Presto equipment has been installed at the new recording office in Montreal.

OBSERVING the entry into radio of The Hecht Co., Washington department store, NBC late in October was host at a breakfast for Hecht executives, merchandising managers and department heads, with Baukhage, NBC's Washington news commentator, as honor guest. The Hecht Co. is sponsoring Baukhage on WRC each week-day evening, 6:30-6:40 p.m., in the company's first major radio effort. The firm, whose 5 million lines per year make it, in its class, the second largest user of newspaper advertising linage in the country, plugged the start of the Baukhage series with full-page ads and regularly incorporates reference to its programs in its advertising. Gathered during NBC's breakfast are (l to r) John H. Dodge, WRC-WMAL sales manager; William C. Roux, WEAF-WJZ sales promotion manager; Bert Sarazan, publicity director of The Hecht Co.; David B. Stein, radio director of Kal Advertising Inc., handling the account; Charles B. Dulcan Sr., Hecht vice-president and general manager; Kenneth H. Berkeley, WRC-WMAL general manager; Baukhage; John M. Dinwiddie, WRC-WMAL promotion manager.

H. BLUMBERG, formerly general manager of the Long Island Outfitting Co., New York, and J. J. Clarich, merchandising manager of Sachs Quality Furniture Co., New York, have organized the advertising, sales promotion and business service agency Blumberg & Clarich at 171 Madison Ave., New York. Telephone is Murray Hill 3-7495. The company's accounts have not yet been announced, but according to Mr. Blumberg, radio will be used later in the year for some of them.

SIDNEY GARFINKEL ADV. AGENCY, San Francisco, recently added to its personnel Phil Poirson, art department; Bertha Barnwell, production department; Christian Cronin, radio department; Marie Houde, office manager.

AL TARANTO, radio time buyer of Wm. Esty & Co., New York, on Nov. 8 married Ninette Joseph of the time buying staff of BBDO, New York, at the Little Church Around the Corner, New York.

JAMES F. NUTT, formerly of Arthur Kudner, New York, has joined McCann-Erickson, New York, as space buyer on national advertising for the Ford Motor Co. account.

BENSON INGE, formerly on the publicity staff of Benton & Bowles, New York, is handling radio promotion and publicity for the Bundles for Britain Society.

Biow's Ingenuity

BAD flying weather grounded Milton Biow, president of Biow Co., New York, at Chicago Airport on his way to offer a presentation to the American Trucking Assn. convention Nov. 11 in Los Angeles. Taking a train from Chicago to Kansas City, he found all flights still grounded. To the rescue came CBS and International News Photo Service. CBS supplied a two-way direct hookup from WBBM to KNX, Los Angeles, with wire to the Biltmore Hotel ballroom. INPS copied slides from original art and type at its New York office, and prints were transmitted to Los Angeles. Returning to Chicago, Mr. Biow spoke from WBBM to the convention, while a projection machine at the Biltmore flashed slides on the screen and the presentation went on without a hitch.

DOUGLAS M. SMITH, formerly manager of Edward L. Sedgwick Co., Chicago, has been appointed art director of Lane, Benson, McClure Agency, Chicago. Theodore Fischer, formerly account executive with several leading agencies, has been appointed merchandising director.

a shot in the arm...

for any advertiser!

306,000
RADIO FAMILIES
with but a
single thought—

WCBA-WSAN
Lehigh Valley Broadcasting Co.
ALLENTOWN, PA.
NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

PUZZLED about radio coverage of the Detroit area? Don't be. You can wrap up this big market with just one important package — CKLW. It'll be the thriftiest buy on your entire schedule, too — because CKLW's vast able-to-buy audience "says it with purchases" that keep your sales-cost down to rock-bottom!

IN THE DETROIT AREA-IT'S
CKLW
5,000 Watts Day and Night
CLEAR CHANNEL
Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

They Have Our Number

In all this territory, twirling to WAIR's spot on the dial is as much a habit as buying the products of WAIR advertisers. Proof? Try—

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

EL Paso
A "natural monopoly"
$118,786,000 market
is best reached by
KROD
the Southwest's newest station-the only
Columbia Outlet
serving the *REAL*
SOUTHWEST

Digest of Replies to FCC Network-Monopoly Report

[See also pages 26-A-D]

NATIONAL BROADCASTING CO.

Counsel: *Philip J. Hennessey Jr., A. L. Ashby, Henry Ladner, John J. Hurley.*

IN A SLASHING all-front attack on the FCC Network Monopoly Committee report, NBC asked flatly that all of the Committee's proposals be rejected. The brief bore the signatures of Philip J. Hennessey Jr., chief counsel during the protracted hearing, and A. L. Ashby, NBC vice-president and general counsel, as well as Henry Ladner, and John J. Hurley of the NBC legal staff.

All of NBC's practices and operations were justified by counsel with the contention that the Committee's proposals are beyond the Commission's jurisdiction. Like the IRNA brief, NBC's pleading argued that if networks are to be licensed by the FCC, it is but a step toward ultimate Government control of programs.

Covering the Committee's program recommendations, NBC counsel stated that "no more bare-faced proposal for Government control of free expression has ever been made". The Committee's conclusion, it charged, "relies upon a palpable distortion of the Commission's function under the Communications Act and is made more flagrant by its disregard of Section 326 of the Act which prohibits the Commission from exercising any power of censorship."

Vigorous disavowal of monopoly charges through dual network ownership, exclusivity features and option-time provision was made by NBC. Arguments of MBS against exclusive contracts were answered with the observation that if non-exclusivity is as alluring as it has been pictured by that network and if the exclusive provisions of NBC's contracts are so onerous that these contracts must be imposed upon stations, "why have any of them renewed with National?". Then, it added, "why should Mutual be compelled to seek a Commission regulation which will prevent more of them doing so?".

'Brief and General'

In initially attacking the Committee report, NBC pointed out that in contrast to its voluminous findings of fact and conclusions, the Committee's recommendations "are of the utmost brevity and generality". Lack of access to data upon which the Committee obviously relied heavily, it was added, precludes detailed correction of the Committee report. Thus, it explained, the brief seeks to convince the Commission that the report "is erroneous in its findings and unsound in its recommendations".

Developing the background of the report, NBC pointed out that confusion developed because on the same day in 1938 that the Network Monopoly Inquiry was authorized, another committee was designated to make recommendations for rules governing broadcast stations and standards of good engineering practice.

Both of these committees were to make further inquiry into a previous report covering social and economic data prepared by the Engineering Department of the FCC, and which represented the first non-technical study ever made by the Federal radio agency.

By comparing the work of these two committees, NBC said, it is possible to trace the process whereby a Commission "originally established to prevent electrical interference between stations, will, if the Committee recommendations in Docket 5060 (Network Monopoly) be adopted, use its licensing power to control network programs, transcriptions, talent, rates, compensation of affiliates, profits and every other important feature of network broadcasting".

Two Points of View

In comparing the recommendations of the committee handling the new rules for broadcasting and that which undertook the Monopoly investigation, NBC brought out that the former committee in effect gave network broadcasting its blessing. It also recommended retention of clear channels, which the Monopoly Committee appeared to oppose.

The recommendations of the rules committee were adopted by the FCC by unanimous vote on June 23, 1939, about two months after public hearings on the Monopoly investigation had been adjourned and while the Committee report was in process of preparation.

The Committee appointed for the Monopoly report, NBC pointed out, comprised Chairman McNinch, ex-officio, and Commissioners Sykes, Brown and Walker. Public hearings did not begin until Nov. 14, 1938, and continued intermittently until May, 1939. The Committee report was released on June 12, 1940. Of the four members of the original Committee, only Commissioner Walker is now a member of the Commission, it was pointed out.

"Even when considered against such a background, the 1,300-page Committee report is an amazing document," NBC held. It pointed out that NBC, along with its principal competitor, CBS, were charged with being guilty of a "long list of unlawful and reprehensible practices". These were enumerated in infinite detail.

The full significance of the Committee's recommendations in Docket 5060, NBC averred, "stands out in sharp relief when it is realized that the members of the Committee are also members of the Commission which adopted the regulations proposed in Docket 5072-A" (broadcast rules).

Some Benefits

The brief continued, "In 1939 the entire Commission adopted the report of its committee in Docket 5072-A which asserted that network broadcasting constituted an excellent method of making available live-talent programs to the public at large; individual station licensees, if given a sound economic basis for their operation, were considered capable of rendering a useful social service; the licensing power of the Commission was an instrumentality by which this sound economic foundation might be assured.

"In 1940 the report of the Committee in Docket 5060 asserts that networks are a malignant force dangerous to the welfare of the country; station licensees, having surrendered their rights and responsibilities to the networks, evidence neither the capacity nor the inclination to conduct their own business affairs; the licensing power of the Commission must be used, not to establish a basis upon which competent men may evolve their own business practices, but as the instrumentality by which the Commission will control programs, talent, transcriptions, the kind of contracts to be entered into by broadcasters, the distribution of business and profits among stations and all the other ramifications of the industry."

Fallacies inherent in the Monopoly report were enumerated lengthily by NBC. It held, first, that the report misconceives the nature of broadcast licenses; that it misconceives the nature and function of competition in broadcasting, and nowhere attempts to define what is meant by such competition. A historical recounting of radio regulation was given the FCC to prove its points.

BOOBY PRIZE was won by Russ Johnston, CBS Pacific Coast program director, Hollywood, because he was off by 22 minutes in his timing during the recent annual air cruise of the Aviation Country Clubs of California. The cruise, with 100 pilots participating, was a navigation test in which each pilot before hopping off estimated the cruising speed of his plane to Del Monte, Cal. Charles Correll (*Andy* of *Andy 'n' Andy*) won first prize. Johnston, who hopped off from Glendale, here demonstrates his prize, a gadget a la Rube Goldberg "designed and manufactured" from old airplane parts and an 89-cent alarm clock.

Alleging that the Committee's proposals are "unsound", NBC first attacked the technical recommendations and then the economic recommendations. The manner in which the Committee pulled into the Monopoly hearing by its bootstraps the recommendation that clear channels be broken down, was sharply condemned. It pointed out that the rules committee had recommended that 26 Class 1-A channels be continued to provide service to rural listeners. Yet the Monopoly Committee recommended a "revaluation of the so-called clear-channel policy." It was charged that the Committee's vague recommendation with respect to clear channels "is not supported either by the evidence or by its own findings".

'Not In a Vacuum'

Regarding economic aspects, NBC said that business practices of broadcasting stations and networks "have not been developed in a vacuum. They have grown up in an atmosphere of competition between radio and other advertising media. To a large extent they reflect the experience of advertisers in these other fields. Network-outlet contracts are a manifestation of this experience."

Covering network - outlet contracts, NBC said that throughout the long period covered by the hearings and in spite of the wide publicity received, "only one station owner appeared to testify to his dissatisfaction of NBC's contractual arrangements". Reference was made to the testimony of John Shepard 3d., president of the Yankee Network, in connection with WNAC, a Red network outlet. "But National's contracts with its affiliates do meet with disapproval from two other sources—the Committee and Mutual Broadcasting System."

Contract Problem

Except by inference, NBC argued, it is impossible to determine what kind of contract the Committee believes should be written between the network and its affiliated stations. It makes no specific recommendations, the attorneys argued.

Answering the Committee's conclusion that the heart of the abuse of chain broadcasting is in the network outlet contract, NBC pointed out that the 350 stations affiliated with national networks during 1938 had a net operating income of $14,654,445, while the 310 stations having no national network affiliation showed a loss of $149,107 for the same period. "Under such circumstances," NBC recited, "stations force easily."

Striking at the MBS motion, NBC said that network is an organization of persons primarily interested in the ownership and operation of stations. "Its network activities are purely incidental," NBC added, and it has no studios or program production facilities, with an investment in tangible property of $1. Moreover, it held, its operation since 1934 has resulted in a total loss of more than $1,700,000.

As for the MBS motions that a

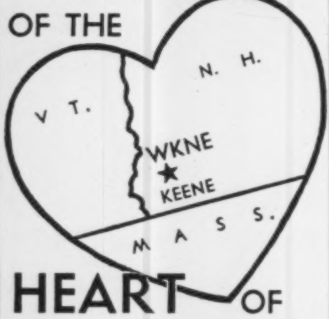
regulation be adopted prohibiting stations from entering into any contract, renewal or extension with any national network during the pendency of the investigation, NBC argued that it believed the FCC did not have authority to promulgate such a regulation, but that even if it had jurisdiction, "there are compelling reasons why the Commission should not adopt such a rule".

Defense of Contract

Detailed justification of NBC's form of contract was made by the network. It was held that longterm contracts, optional time provisions and other network affiliate requirements are essential to the successful and orderly conduct of broadcasting on a national basis. It also challenged certain of the interpretations of contract clauses as made by the Committee.

Answering the Committee's implied recommendation that all network-outlet contracts be non-exclusive, NBC pointed out that the MBS policy at the time of hearing was to contract with stations upon a nonexclusive basis, but that this policy "has been reversed in favor of exclusively during the past year. It is not difficult to understand Mutual's distaste for an existing condition in which National and many of the National's affiliates—co-venturers in the business of network broadcasting for many years—have made it clear that these stations are not available as Mutual outlets. But Mutual says it could bear with the situation during the life of existing contracts. Its complaint is that whenever one of these contracts expires National and its affiliate *almost invariably renew upon a basis of exclusivity*".

WHEN George W. Fuerst, traffic manager of KPO-KGO, San Francisco, recently married Mary Ellen Coady, the entire male membership of the wedding party was made up of NBC fellow workers. And here they all are, arranged with geometric precision of a Grant Wood painting: (l to r) Dan Williams, NBC engineer; Nancy McCarthy; Mr. Fuerst; Mrs. Fuerst; Producer Bob Dwan, standing behind the bride; Sales Promotion Manager Bob McAndrews, Eileen Connolly; Engineer Proctor Sugg.



FOR THE FIRST TIME
Real Coverage
OF THE
HEART OF
NEW ENGLAND

Primary coverage of Vermont, New Hampshire and North Central Massachusetts

WKNE
Keene, N. H.
5000 W. FULL TIME CBS
Formerly WNBX, Vermont
Est. 1927

WSYR
Syracuse, N.Y.
NBC

WTRY
Troy, N.Y.

On this score, NBC pointed out that over a period of about two years, half the stations on NBC's networks will have the opportunity of contracting with MBS if they see fit to do so. "If non-exclusivity is as alluring as it has been pictured by Mutual and if the exclusive provisions of National's contracts are so onerous that these contracts must be imposed upon stations, why have any of them renewed with National? Why should Mutual be compelled to seek a Commission regulation which will prevent more of them doing so?"

One of the answers, NBC said, is that the operation of a network under the American system requires more than a mere casual relationship between a group of stations and a time-selling agency. It embraces many other services from the network, including good sustaining programs, and it implies the loyal support of each affiliate. Network and station were described as "partners in a venture where real competition exists—competition with other networks and competition with other advertising media". Successful network operation, it contended, cannot be predicated upon a hit and miss system of contracts where neither the network nor the affiliate has any particular responsibility to the other.

Station Ownership

Exclusivity is exclusivity, whichever way it cuts, NBC said in referring to the 1939 World Series incident wherein MBS secured the privilege of broadcasting the Series on an "exclusive" basis. "The Committee finds that as a result of the *exclusive* network-outlet contracts which National and Columbia had with their affiliates 'thousands of potential listeners failed to hear the World Series of 1939'. But it voices no disapproval of the practice whereby Mutual having secured the *exclusive* right to the series released its programs *exclusively* over the outlet in each community and refused to permit other outlets in that community to do so."

Justifying its ownership of stations, NBC said that the network now operates a total of 10 stations. Declaring it had never sought to conceal its true relationship to stations, NBC asserted that its reasons for acquiring these stations were varied. In each instance, it said, it thought it was exercising good business judgment and that judgment since has been confirmed. In each instance its acquisition of a station was intended to benefit its network operations as a whole "and that result has always followed".

As a matter of cold economics, network broadcasting exists in this country because the networks, including MBS, either themselves own or are owned by important stations in New York, Chicago and other leading markets, NBC pointed out, adding that stations which have the lowest rate per thousand families are the stations which NBC itself owns and operates.

Striking at the Committee's attack upon its dual network operation, NBC charged that it abandoned in mid-air its premise that profitable station operation is evidence of domination of the industry. The Committee, it was pointed out, "finds that National's less profitable Blue network is likewise evidence of an intention to monopolize the field".

Answering the Committee criticism that NBC, under its contracts, may change stations from the Red to the Blue network at will, leaving the station without complaint, NBC said it "has never changed a station from its Red to its Blue network under such circumstances". When NBC was formed in 1926 as the first network, the brief recited, it quickly became apparent that a single network service was not enough to satisfy the demands of the radio audience.

Station owners, particularly in cities where their competitors had made program arrangements with the Red network, pressed for network affiliation. Therefore, in less than two months after the first NBC network service began, there was created the Blue network. It was argued that the dual operation has resulted in an increase in the amount of service rendered to local communities and independent stations, and to the economic stability of the stations themselves, and to American business through the availability of local markets for national advertising and selling.

"NBC was furnishing dual network service to stations in 1927 before the passage of the Radio Act and before the entry of any other network into the field," it is stated. Its purpose was not to restrain competition. There was no competition. Its purpose was to furnish twice as much service as could be furnished over a single network of stations. That is still its purpose."

Artist Management

Denial of charges of monopoly in artist management and transcriptions was made by NBC. Apropos artist management, NBC said that in 1937 its artist management bureau, out of a total business of more than $6,000,000, realized a profit of about $287,000. For the last two years agreements have been in effect between NBC and American Federation of Radio Artists governing terms and conditions of employment in key cities, it is stated.

All of these agreements were reached as a result of collective bargaining and are concrete evidence that the artist management and artist employment problems about which the Committee concerned itself "are solved to the satisfaction of the employe members of the various bargaining units involved in full keeping with the laws relating to employe-representation and the principle of collective bargaining."

Apropos transcriptions, NBC said that the transcription is eminently satisfactory for programming where time is not an important element and that in some respects and under some circumstances "it may even be superior". Answering the Committees suggestion that a redefinition of licensing policy of the Commission should be considered in the light of NBC's participation in the transcription field, NBC said that the remedy proposed is remarkable not only "for its disregard of established legal concepts" but for the variety of benefits which the Committee expects of it.

American Institution

NBC added that the Committee completely disregards, without discussion, NBC's unanswered contention that it is under no obligation, either legally or morally, to make its facilities available to its competitors to enable them to produce transcriptions more easily and more cheaply and of better quality than they would be able to produce them without the use of NBC's facilities. It added that the Committee disregarded the fact that the total NBC business in simultaneous wire line recordings amounted to about $125,000 per year, or less than 3% of the total transcription business done in the country.

The NBC brief concluded:

"One clause in the Communications Act is of such significance that ordinarily no one makes specific reference to it. It is found in Section 303 (g) of the Act and specifies that the Commission shall: 'Generally encourage the larger and more effective use of radio in the public interest.'

"Broadcasting under the American system is no longer a scientific phenomenon, an advertising medium or a source of entertainment. It has become greater than the sum of all these. It is an American institution.

"To this metamorphosis Congress has contributed by enacting legislation which imposes minimum restrictions upon the industry and upon the Commission. The Commission has contributed by using its broad authority wisely. The industry has contributed initiative and self-reliance.

"It has not been the purpose of this brief to justify either the industry or NBC. Their justification rests upon a firmer basis reached by balancing achievements against mistakes and evaluating the result. Both are entitled to more intelligent treatment than has been accorded them in this Committee report.

"Reformation of network-outlet contracts, revaluation of policies with respect to clear channels and many other changes can and will result as broadcasting continues its development. But such changes should not be undertaken until they will encourage the larger and more effective use of radio in the public interest. Measured by this standard all of the Committee's proposals should be rejected."

COLUMBIA BROADCASTING SYSTEM

Counsel: *John J. Burns, Samuel Becker, Francis Currie, Francis S. Walker.*

WITHOUT pulling its punches, CBS in its hundred-page brief, charged the FCC Network Monopoly Committee with "bias" and at the very outset took exception "to the temper and spirit of the report of the Committee". Far from being a "scientific and fair-minded inquiry to ascertain whether there exist abuses which should be corrected in furtherance of the public interest," the brief said, "the report seems rather to be a brief attempting to justify certain preconceived prejudices."

The brief was filed by former Judge John J. Burns, former general counsel of the Securities & Exchange Commission, who handled the case through the FCC investigation. Co-counsel were Samuel Becker, Francis Currie and Francis S. Walker.

Analyzing the recommendations of the Committee, CBS said its brief was directed primarily to a statement of the reasons why the report should be rejected in its entirety by the FCC and why the request of MBS for adoption of temporary regulations should be denied. Charging that the normal methods of Government were not followed by the Committee, CBS said the FCC group made no accusations of misconduct by the networks but apparently it entertained "certain prejudices, certain false assumptions about the industry and sought to fit the testimony offered by the industry to such pre-conceived judgments."

Bias Charged

Bias of the Committee, Judge Burns charged, is revealed most clearly in its failure even to report on the "extraordinary contributions of the networks to the progress of radio, the constantly increasing sale of radio sets, the remarkable record of increasing listening audience, the ever widening variety of new features, the ingenuity and skill which have made great contributions to the education and entertainment of the American people—a development possible only through the network type of operation."

Like the NBC and IRNA briefs, the CBS answer challenged the FCC's jurisdiction to promulgate regulations suggested by the Committee. Legal precedent was cited to buttress its view that the Commission has no jurisdiction to promulgate regulations relating to the business operations of commercial broadcasting stations or networks.

"The Committee's findings adverse to the networks in the main have been unsupported by evidence," said the brief. "In many instances the conclusions are contrary to the record. The serious errors of fact reveal an ignorance of the broadcasting business plus a zeal for reform, unrelated to the actual operation of radio. It is respectfully stated that to a fair and impartial tribunal the record is devoid of evidence of any serious abuses on the part of the networks."

CBS asked that the recommendations be rejected for the reasons that the report is "incorrect"; that the recommendations are unsound, unnecessary and detrimental to the public interest and contrary to the desires of the public; and that the Commission has no statutory authority to promulgate regulations affecting the network outlet contract.

INCREASING its power to 1,000 watts, KRSC, Seattle, early in October moved into this new broadcasting plant, with all business, studio and transmitter operations in a single building. The station also is observing its 14th year under the leadership of P. K. Leberman, chief owner, and Robert E. Priebe, general manager.

The new plant is RCA-equipped throughout, with an RCA 1 kw. transmitter, RCA turntables and RCA 76-B console. The two-story portion of the structure houses the general offices, observation deck and largest studio, with sales and business offices at left and operations at right. Staff members are (l to r) Mr. Priebe, general manager; Robert McCaw, sales; Paul Morris, engineer; Prof. Zander T. Hull, continuity; Leo Moen, engineer; N. J. Rifkin, news editor; Hal Dillon, traffic; Ted Bell, chief announcer; Homer Mason, announcer.

An opening day congratulation from President Roosevelt declared: "To the old freedoms, freedom of conscience, of the press, of speech and of assembly, is now added another, freedom of radio. This last must be maintained else our whole democracy will be endangered."

It also asked that the MBS motion for the promulgation of temporary regulations prohibiting stations from entering into, renewing or extending existing network contracts be denied, particularly since MBS itself has "abandoned" its previous policy and is now "adopting the very policy of long-term contracts which it has criticized."

Key Stations Needed

Pointing out that the Committee was directed to investigate and ascertain among other things whether there was a monopoly in broadcasting and a concentration of control of stations, CBS said the Committee found neither monopoly nor concentration of control but charged the networks with "unhealthy predominance of the industry." This characterization was labeled "false and unjustified" and based upon the "erroneous conclusion that the network organizations receive an undue share of the financial benefits of the industry." CBS concluded the record shows that the share which stations receive is no more than commensurate with their investment in the industry and the public service they render.

Network organization of key stations was declared essential and indispensable for efficient and high quality network operation. The Committee's claim that the networks should be criticized for failure to give the country adequate service was branded without merit. It was pointed out that CBS coverage alone has been extended to a point where it now covers over 90% of the 28,000,000 homes that have radio receiving sets. Further extension of network service to the existing station structure must depend upon economic support for it, CBS said.

Network affiliation contracts were declared to be essential to the maintenance and development of the American system of broadcasting. "Far from being inequitable these contracts are powerful assets of the stations, and enhance their ability to render a public service and operate profitably," it is claimed. Elimination of the provisions which the Committee criticizes, Judge Burns argued, "would weaken all but a few of the stations, would demoralize, even destroy the networks, and as a result materially impair the present quality of public service rendered by broadcasting."

Free Use of Talent

Moreover, it was held that under these contracts the networks actually derive a lower net revenue from each advertising dollar than the affiliated stations.

Networks do not control the supply of talent in broadcasting, but on the contrary comparatively few of the artists performing in radio are either managed by or employed exclusively by any network, CBS contended. "There has been no restraint, either actual or potential, upon the free utilization of radio talent."

CBS argued that the Commission is without power to promulgate the proposed regulations, holding that its authority is limited to such rules "as are designed to prevent inter-station interference and so to secure most advantageous use of the radio spectrum." The avowed purpose of the proposed regulations, it held, is to strengthen the bargaining power of the affiliates in negotiating contracts of affiliates and to effect a redistribution of the revenues from network broadcasting in favor of the affiliates as against the networks.

The effect of such regulations would vary widely from their objective, it was contended. "Their effect would be to further strengthen temporarily the few stations which are already powerful and to further weaken the many which such regulation would be designed to serve."

The temporary regulation proposed by MBS, pending determination of the question of adoption of regulations proposed, CBS held, "is unnecessary and without the jurisdiction of the Commission to adopt". To adopt such a rule, Judge Burns argued, would in fact "disturb and dislocate the situation it is designed to preserve."

Not 'Inherently Sinful'

In analyzing net time sales as against broadcasting investment and payments to stations, CBS essayed to show that many of the Committee deductions were erroneous. "The Committee seems to be proceeding on the theory that there is something sinful in running a profitable business," it stated.

CBS also made mention of the conflict between the findings of the FCC Committee designated to study standard broadcast rules and the Monopoly Committee on the matter of dispensability of network service.

"Throughout the report there are indications that the drafters look upon bigness in the industry as an inherent evil," Judge Burns stated at another juncture. "We submit

WHEN KYA, San Francisco, signed one of its largest regional accounts of the late fall, these principals participated in the signatory ceremonies. The contract is with the Rosefield Packing Co., Alameda, Cal. (Skippy Peanut Butter). The firm is sponsoring the transcribed dramatic serial *Superman* three times weekly on KYA. Left to right are Harold H. Meyer, general manager of KYA; M. J. Rosefield, plant manager, Rosefield Packing Co.; Hugh MacKenzie, account executive, Botsford, Constantine & Gardner advertising agency (in rear center); J. L. Rosefield (seated) president of the packing firm; J. M. Rosefield, sales manager and Carl Nielsen, account executive, KYA.

that size may be intelligently studied only in relation to function." Networks have provided the structural means of enabling independently - owned stations to bring to the public the world's finest program, the quality and variety of which stations could not afford to provide their listeners, the FCC was told.

Moreover, it held network affiliation has been of greatest financial advantage to such stations, being almost the determining factor in their financial strength, and the advertiser and the listening public have expressed a decided preference for network broadcasting.

Answering the exclusivity attack, CBS said the statement of the Committee should really read that exclusivity deprives "some stations, which are already the most profitable, of profitable business that might be obtained from competing networks if the station were free to accept it." If there is any objection to exclusivity, CBS argued, it must come from MBS, "which, it is interesting to observe, has since adopted the principle, or from non-affiliated stations which desire to become affiliated."

Division of Revenues

Regarding division of revenues between network and outlets, CBS said that payment to its affiliates rose from 21½% of net time sales in 1931 to 42% in 1937. The average station share of the gross time sales revenue was said to be about 2½ times greater when 35 hours of network time are sold over the station than when five hours are sold. Of the advertiser's dollar, only 11% is net profit to CBS, whereas the 25% paid to the station is largely net profit to it, CBS declared.

CBS contended that the Committee report is defective in "failing to make any critical analysis of the unorthodox organization of the present Mutual Broadcasting System". It continued: "There is no attempt to evaluate in terms of benefit or detriment to the public, the relatively impermanent nature of Mutual's arrangements with stations.

"Some objective comment would be very helpful to the Commission in determining whether the public interest is served by an arrangement which permits a group to call itself a network for its own convenience without having that sustained and permanent status which the older networks have developed.

"The Committee apparently failed to examine the structure and the performance of Mutual to the point of realizing that it assumed little of the risk and none of the long-term building job which have characterized the older networks. Columbia came into the field after National was well established. It has never asked that National's work be undone to its benefit. Comment has been made that the report 'is strikingly less severe' upon Mutual."

Freedom of Talent

CBS concluded that there is no control of the supply of talent in broadcasting and the employment and management of talent but it has not restricted its free employment. The contract for exclusive management of an artist does not provide for the exclusive service of the artist in any sense, does not prevent him from seeking employment for services anywhere he chooses, nor prevent any station or network from freely utilizing his services.

The contract, it was added, simply provides for the engagement of CBS as the exclusive manager for the artist for a compensation based on a percentage of his earnings, so that other managers cannot offer the artist's services to prospective users at the same time. It was held that there is not the slightest evidence that any artist has been prevented from working for any other station or network at any time because he was employed by CBS. Indeed, the evidence is quite the contrary, CBS claimed.

CBS concluded its argument with the contention that the Commission has no jurisdiction over the business affairs of broadcasting licensees. It reviewed the law and cited ample legal precedent to establish this point. Congressional debate also was drawn into its argument. Then, it was held that the proposed regulations "essay to regulate the business of commercial broadcasting stations."

The brief concluded:

"The Commission should reject the report and the recommendations of the Committee in their entirety, and deny the application of MBS for the promulgation of temporary regulations with respect to network contracts."

Bathasweet on WABC

BATHASWEET Corp., New York, on Nov. 19 will sponsor Ted Steele and his Novachord on a series of Tuesday evening quarter-hour programs on WABC, New York, on behalf of its soap. Agency in charge is H. M. Kiesewetter Adv. Agency.

ASSOCIATION of Technical Employes of NBC, independent union, is holding its annual convention at the Abbey Hotel, New York. Sessions started Nov. 13 and are expected to continue through Nov. 20. Union has presented a set of demands to NBC, but negotiations have just begun.

Technical Radio Experts Start Research Activity For National Defense

LEADING figures in technical radio and communications have accepted appointments with the National Defense Research Committee, headed by Dr. Vannevar Bush, to encourage scientific developments in the defense program. Dr. Frank B. Jewett, chairman of the board of Bell Laboratories, is a member of the committee and chairman of its division dealing with communications and transportation.

Among those serving on the division are Dr. C. B. Jolliffe, former FCC chief engineer and chief frequency engineer of RCA, vice chairman; L. F. Jones, RCA; Baraden Pratt, chief engineer of Mackay; Dr. J. H. Dellinger, chief, Radio Division, Bureau of Standards, and Dr. A. F. Murray, consulting television engineer.

In the division deading with detection, controls and instruments are R. R. Beal, RCA director of research; Harold H. Beverage, vice-president and chief engineer of RCA Communications; E. W. Engstrom, RCA technical television head; W. C. Evans, general manager of broadcasting of Westinghouse, and Dr. George Metcalf of GE, among others.

All of these officials and engineers have volunteered their services on a part time basis without compensation. The Defense Research Committee has completed or has under negotiation approximately 60 contracts with industrial laboratories and universities for research on specific problems.

Cominos Succeeds Klein

JAMES G. COMINOS, formerly assistant to Henry Klein, BBDO radio director in Chicago recently transferred to the agency's New York office, has been named radio director to succeed Mr. Klein.

BANGBOARD BATTLES

Midwest Huskers Provide Good Program Material

MIDWEST stations have developed one of the most unique sporting events—corn picking contests —into an autumn feature of intense interest to their rural audiences. The bangboard battles have been going on for some time, but in recent years they have established themselves as the biggest crowd-pullers of any sporting event. Recognition of the contests' propensities is reflected in the response of stations in the corn belt in sending special events crews hundreds of miles to cover everything from county to national championship matches.

According to estimates of Charles Worcester, farm service director of WNAX, Yankton, S. D., about 10,000 of the 10 to 15 million cornhuskers in the nation competed in some 1,000 husking contests this fall. Between 3 and 4 million persons watched these events, it is estimated. Local and regional elimination contests culminated Oct. 30 in the National Cornhusking Championships, held on the Henry Keppy farm, near Davenport, Ia. The record crowd at a national contest was 146,000 in Indiana several years ago, according to Mr. Worcester. At the meet this year, with 11 states represented, Irvin Bauman, of Illinois, set a new world record by husking 46.71 bushels in 80 minutes.

This fall WNAX covered seven of the more important meets, including the national contest, involving some 3,000 miles of travel. Because of time-lag between the start of the contest and final determination of the winner, involving calculations and weighing of picked corn, the station used transcription equipment extensively. Picking out the high spots—descriptions of the crowd, weather and entrants, the start of the race, the final minute or two of action, announcement of the winner and an interview with him—the pickup was molded into a quarter-hour cross-section. The recorded description was broadcast as soon as it could be delivered to the studio.

WFMJ Touch

LEN NASMAN, sales manager of WFMJ, Youngstown, O., who has shown large numbers of visitors through the new $275,000 WFMJ Bldg., recently experienced a novel sensation. When blind kiddies visited the station, under auspices of the local society for the blind, they were urged by Mr. Nasman to feel everything as a description was given of the studios, in order that their sense of touch and hearing would give as complete a picture as possible.

TO CELEBRATE National Doughnut Week, Clellan Card, of WCCO, Minneapolis, offered a set of dunking equipment on his morning program for Northrup, King & Co., seed and feed sponsor. In return he got 60 doughnuts ranging from cup-shaped ones (sip and nip), to dolls. Each April 1 Card stages a real dunking party. His daily dunking gag is mythical.

SAM TAUBMAN, former radio director of Sidney H. Weiler Adv. Agency, Philadelphia, has bought the agency, to be known as Sam Taubman Adv. Agency. Business will continue at the present offices in the Crozer Bldg.

FRED JONES, formerly Hollywood publicity director of Young & Rubicam, has joined Glasser Adv. Agency, Los Angeles, as head copywriter.

ED CURTIN of the publicity department of BBDO, New York, and formerly of the radio department of the New York World's Fair, on Nov. 10 left for Fort Benning, Ga., to take a year's training as a reserve officer in the U. S. Infantry. Porter Bibb, BBDO publicity director, takes over his duties.

JOHN COLE, formerly of Gardner Adv. Agency, St. Louis, has joined Compton Adv., New York, as a radio copywriter.

CURT PETERSON, radio director of Marschalk & Pratt, New York, is not expected back at his desk for another month following a back injury, from which he is now convalescing.

LEIGH CROSBY has joined Leon Livingston Adv. Agency, San Francisco, as radio director.

GORDON D. COOKE, formerly of Ruthrauff & Ryan, New York, and Sherman K. Ellis & Co., Chicago, has been named vice-president in charge of copy of Stack-Goble Adv. Agency, New York, succeeding the late John Butler.

S. E. ROBERTS, Philadelphia agency, has moved to new quarters on 13th floor of the Lincoln-Liberty Bldg.

MacDONALD-POTTER, Chicago, recently moved to larger quarters in the Carbide & Carbon Bldg., 230 N. Michigan Ave., Chicago; telephone is Randolph 6969.

UNITED ADV. AGENCY recently was formed in San Francisco, with offices at 155 Sansome St. C. Rothblum is radio director. The agency was formerly known as the S. L. Kay Agency. Mr. Kay has sold his interest in the business.

YOUNG & RUBICAM, New York, has closed its San Francisco branch office.

GORDON D. COOKE, formerly of Sherman K. Ellis & Co., Chicago, has been appointed vice-president of Stack-Goble Adv. Agency, New York.

WALTER CRAIG, radio director of Street & Finney, New York, has resigned.

DAVE McCOSKER, for five years in charge of radio program sales of KFWB, Hollywood, has been appointed West Coast manager of H. W. Kastor & Sons Adv. Co., and will establish offices in that city.

AAAA—Radio Meeting

THE ANNUAL one-day Eastern Seaboard Conference of the AAAA, with the radio group scheduled to meet under the direction of C. E. (Ned) Midgley, radio time buyer of BBDO, has been scheduled for Dec. 3 at the Waldorf-Astoria, New York. A session for agency heads and management officers only will be held in the morning. A luncheon at noon will be addressed by Atherton W. Hobler, AAAA board chairman, who will discuss current projects and activities of the association. Following the luncheon, there will be eight group meetings running concurrently, one of which will be devoted to radio.

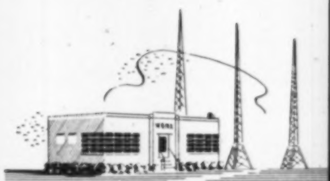
AAAA Chicago Meeting

ARTHUR E. TATHAM, vice-president and manager of the Chicago office of Young & Rubicam, has been appointed general chairman of the annual condensed convention of the American Assn. of Advertising Agencies to be held Dec. 5 at the Lake Shore Club, Chicago. Chairmen of the various committees are: R. J. Scott, of Schwimmer & Scott, radio; Otto R. Stadelman, of Needham, Louis & Brorby, media; E. Thomas McBreen, of J. Walter Thompson Co., mechanical production; S. A. Wells, McCann-Erickson, art and copy, assisted by DeWitt O'Kieffe, of Leo Burnet Co., and J. B. Breunig, of Lord & Thomas. The morning sessions will be for the executives of members of the AAAA. The afternoon sessions will be open to agency staffs.

Owen B. Winters

OWEN B. WINTERS, 48, executive vice-president of Erwin, Wasey & Co., New York agency, died Nov. 12 at his winter home in Cat Cay in the Bahamas of a coronary thrombosis. The body was sent immediately to Miami and was flown to New York for funeral services Nov. 14. He had gone to Cat Cay last September to recuperate from an operation. He is survived by a widow and two daughters.

TRUMAN R. (Rex) KING, 43, a senior executive of the Toronto office of Cockfield Brown & Co., Toronto, died Nov. 1, after an operation. Mr. King had wide experience in all departments of the advertising business. He was born in Bruce County, Ont., was educated at St. Andrew's College, Toronto, where he was also a teacher and coach to rugby teams. He started in the advertising field with Baker Adv. Agency at Toronto.

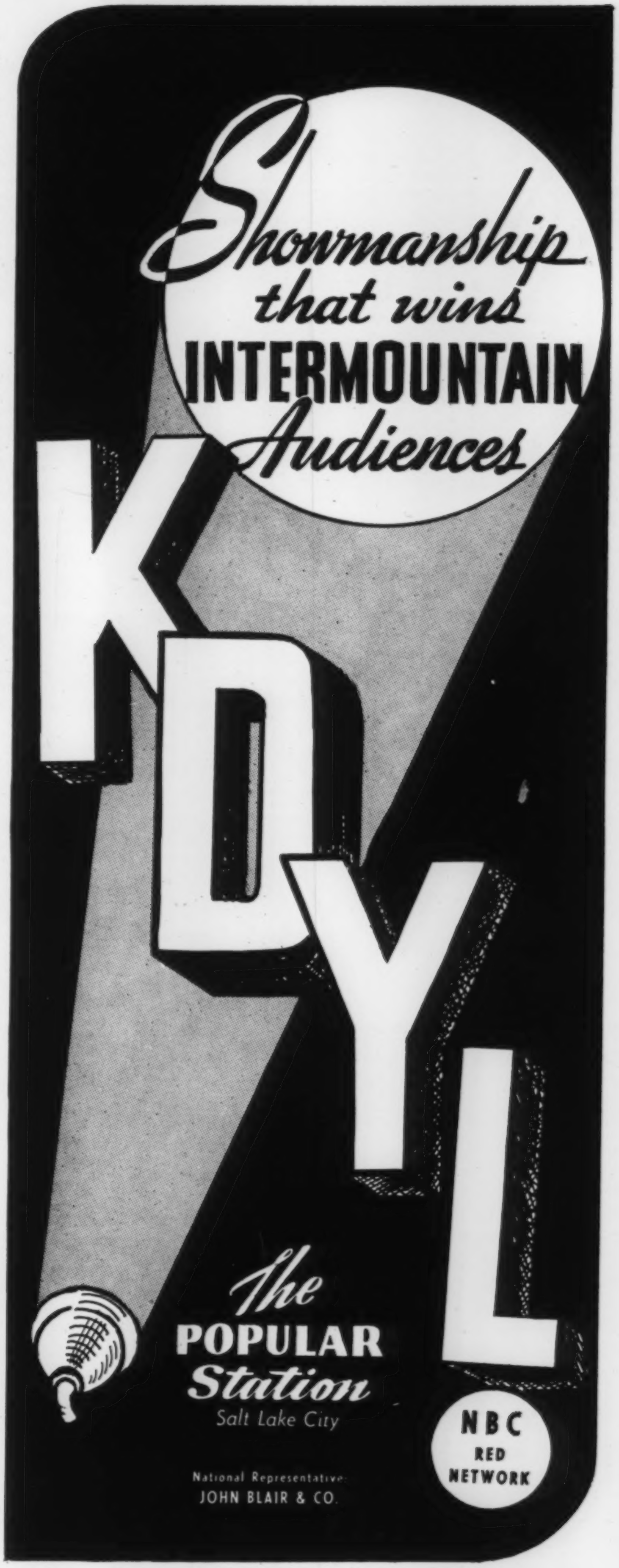


Directional over New York

Now! 5000 WATTS DAY and NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET



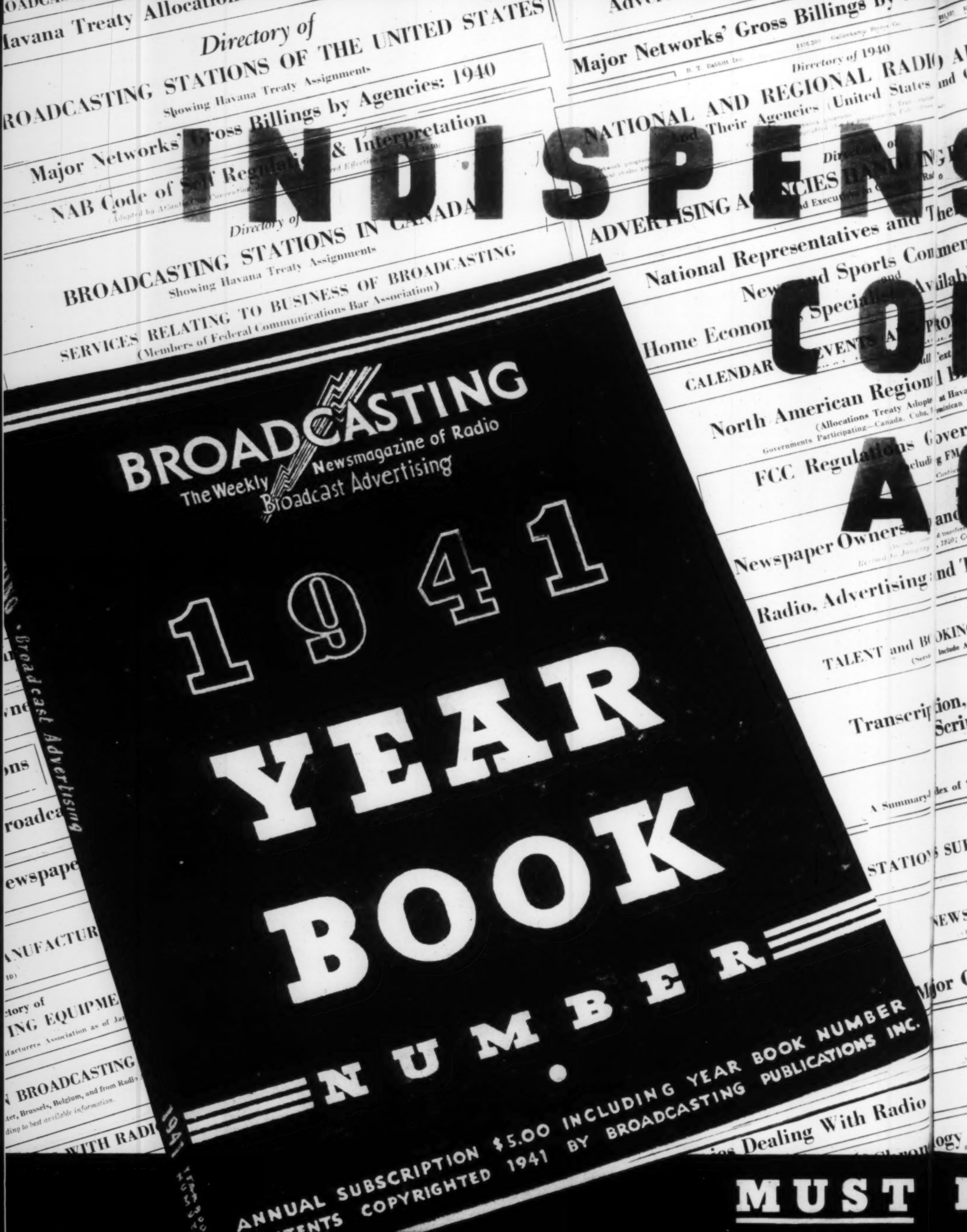
Showmanship that wins INTERMOUNTAIN Audiences

KDYL

The POPULAR Station
Salt Lake City

National Representative:
JOHN BLAIR & CO.

NBC RED NETWORK


INDISPENS
CO
A
MUST
BROADCASTING
Havana Treaty Allocations
Directory of
BROADCASTING STATIONS OF THE UNITED STATES
Showing Havana Treaty Assignments
Major Networks' Gross Billings by Agencies: 1940
NAB Code of Self Regulation & Interpretation
Directory of
BROADCASTING STATIONS IN CANADA
Showing Havana Treaty Assignments
SERVICES RELATING TO BUSINESS OF BROADCASTING
(Members of Federal Communications Bar Association)
Advertis
Major Networks' Gross Billings by Ad
Directory of 1940
NATIONAL AND REGIONAL RADIO A
And Their Agencies (United States and C
ADVERTISING AGENCIES HANDLING
National Representatives and The
News and Sports Commen
Home Economics Specialists Availab
CALENDAR EVENTS AND PRO
North American Regional B
(Allocations Treaty Adopted at Hava
FCC Regulations Gover
Newspaper Ownership and
Radio, Advertising and T
TALENT and BOOKING
Transcription, Seri
A Summary Index of
STATIONS SU
NEWS
Major C
Dealing With Radio
Chronology
BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
1941
YEAR
BOOK
NUMBER
ANNUAL SUBSCRIPTION $5.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1941 BY BROADCASTING PUBLICATIONS INC.
Broadcast Advertising

SABLE!

MPLETE!

CCURATE!

Executive and Staff Personnel

Headquarters Office: Postoffice Building

(For field offices and staffs, see page)

ADIO ADVERTISERS

tates and Canada)

CANADIAN BROADCASTING CORPORATION: RATES and AFFILIA

Head Office: Victoria Bldg., Ottawa, Ontario

COMMITTEE

DIRECTORY

From Latest Data Obtainable from

MUTUAL BROADCASTING SYSTEM, Inc.: EXECUTIVES and RATES

Tribune Tower, Chicago, Ill.

1440 Broadway, New York City

ACCOUNTS

The Communications Act of 1934

Allied Services, With Sections Dealing Exclusively With Common Carriers Omitted)

Relating to Broadcasting, Public

Approved 1934; With Amendments

RADIO SET

Prote

Commentators

Available for Sponsorship

Equipment in Use in

BROADCAST STATIONS IN UNITED STATES AND CANADA

MANUFACTURERS OF RECORDING AND ASSOCIATED EQUIPMENT

Unions And Labor Groups Dealing in Radio Fields

GUIDE 1940

Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles

(Columns are Interchangeable)

Broadcasting Agreement

Adopted at Havana, December 13, 1937)

Cuba, Dominican Republic, Haiti, Mexico and United States

REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS

Canadian Broadcasting Act, 1936

Governing Broadcast Services

Including FM Standards

Bibliography of Literature Pertaining to Broadcasting

Control of Broadcasting Stations

COLUMBIA BROADCASTING SYSTEM, NETWORK RATES

New York City

and Trade Associations and Committees

Allocations of Call Letters to Countries

According to Section 1, Article 14, of the International Radio Conference at Cairo, 1938

As Annexed to International Telecommunications Convention of Madrid, 1932

Directory of

BOOKING AGENCIES HANDLING RADIO ARTISTS

(Services Include Artists, Orchestras, Writers and, in many cases, Production)

Advertisers Using NBC-Red Network During 194

Directory of

Transcription, Recording, Program Producing, Script and Related Services

Advertisers Using NBC-Blue Network During

Program Ideas and Titles

Reported in BROADCASTING Magazine During 1940

Index of Successful Programs

Advertisers Using Mutual Network Duri

Advertisers Using CBS Networks Du

PROGRAM LIBRARY

STATIONS SUBSCRIBING TO TRANSCRIPTION

Advertisers Using the Yankee Network

Advertisers Using the Colonial Network

Radio Editors of

NEWSPAPERS IN THE UNITED STATES AND CANADA

Directory of

Major Canadian Advertising Agencies and Radio Executives

Advertisers Using NBC Pacific Coast Netw

Advertisers Using the Don Lee Network

Radio Polls, Awards and Citations: 1940

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1940

(Compiled for the 1940 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

The Law of Broadcast Regulation

Regional Networks and Group Operated Stations

Chronology of

AND BROADCASTING

BY THE FCC DURING 1940

International Broadcasting Stations of the United States

Authorized by FCC as of Jan

NATIONAL BRO

MANUFACTURERS

the United States

BROADCASTING

STATIONS IN U. S

Reserve Space NOW

ADVERTISING FORMS CLOSE DECEMBER 5

BUY OF THE YEAR!

Merchandising & Promotion

WEAF'S Sound—Control of Spots—Facts in a Hurry—Cameras Cheap—Big Capsule Year

LAST word in art is the "portrait of the best sounding board in radio" sent to the trade by WEAF, New York, to promote its moving day. The Nov. 8 transfer for the New York key of NBC-Red was marked by a special program in which the new and old signals were compared. The portrait offers a view of Long Island Sound (the sounding board), with a sailboat scudding over the waves and the New York skyline faintly silhouetted against a cloudy sky. A large picture, it was carefully shipped and is suitable for framing. The "sound" route to Manhattan, NBC claims, carries a greatly strengthened signal into an enlarged area.

WOW
590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

THE CALL LETTERS THAT HAVE THE CALL IN RICHMOND
WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

Food and Drug Facts

DESIGNED to improve distribution and sale of food and drug products and to obtain distribution and quick acceptance of new products, the 11-station North Central Broadcasting System conducts the *Housewives' Bureau of Information.* Each new product to be advertised on the quarter-hour program, which features Miss Avenel Barnes, is first distributed to members selected at random for a test and report previous to starting the sales campaign. Merchants cooperating with HBI get free advertising, free mention of each store on local station, along with identification streamers and store displays.

* * *

Bottlers' Salute

HAILING the convention of the American Bottlers of Carbonated Beverages, which in mid-November brought 6,000 visitors to the city, WCKY, Cincinnati, from Nov. 11 to 15 carried a daily quarter-hour, *Salute to the Bottlers.* Rex Davis, WCKY chief announcer, interviewed representatives of leading bottling companies to develop what the bottling industry means to America. Interviewed were executives of Coca Cola, Pepsi-Cola, Royal Crown Cola, Queen City Bottling Co. and Wagner Bottling Co.

WQXR Campaign

FOR THE first time in its history, WQXR, New York, is running an advertising campaign in New York newspapers to promote its increase in power to 5,000 watts and to build a larger audience of listeners by calling attention to its featured programs. Three daily insertions, two in run-of-paper and one in radio page space, are appearing from Nov. 10 on for several weeks, featuring *Symphony Hall*, nightly concert of recorded classics, Quincy Howe, WQXR news commentator, and the station's monthly printed program booklet. Copies of the WQXR advertisements have been printed in brochure form, with a sales letter signed by Hugh K. Boice, vice-president in charge of sales, for distribution to sponsors, agencies, and radio editors. Agency in charge of the campaign is Schwab & Beatty, New York.

* * *

Lone Star Drugs

COOPERATING with the Texas Pharmaceutical Assn., Texas State Network has started a new weekly series, *Texas Pharmaceutical Hour.* Designed to acquaint listeners with their neighborhood druggists, the program features messages from drug executives, news about the profession and incidents in the history and development of pharmacy.

* * *

Spot Control

VITAL part of the "spot control" system of Ferry-Hanly Co., Kansas City, is a follow-up card with a light touch, sent to stations handling spot announcements for accounts on the Ferry-Hanly list. The illustrated card each month reminds stations to furnish the agency lists of its presently used spots and other available spot times.

* * *

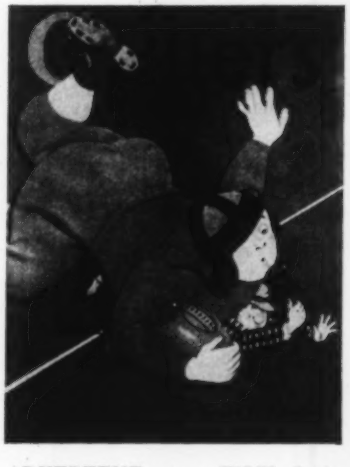
Twin City Quickies

TO GIVE advertisers and radio editors a picture of the value of WCCO, Minneapolis, as an advertising medium, the station is mailing during the next few weeks a series of eight "quick facts", one at a time, according to an announcement by E. H. Gammons, WCCO general manager.

* * *

Pepsodent Cameras

PEPSODENT Co., Chicago, is using its NBC program starring Bob Hope in addition to other media to promote an offer through Dec. 10 of a candid camera, valued at $1, available to listeners in return for 15c and a carton from any Pepsodent product. Agency is Lord & Thomas, Chicago.



ADVERTENT or no, WOW, Omaha, in mid-October got some free publicity on this *Collier's* magazine cover by Arthur Crouch. Although the station management disowns any responsibility, more than 500 advertising and radio personages over the country have mailed General Manager John Gillin Jr. tearsheets and congratulations. Grateful, WOW purchased the original artwork, which is now framed and hung in the station's studios—the only picture ever to hang on any WOW studio wall. The call letters appear on a mike handled by a checker-suited announcer buried under the gridiron behemoth.

* * *

Tickets for Letters

CHRISTMAS edition of *Add 'Em Up*, mail-pulling program of WROK, Rockford, Ill., offers free theatre tickets to the first 10 listeners submitting correct totals of all numbers mentioned on the participating show. Additional prizes of $1 daily, $5 weekly and a grand award of $50 are given listeners who write the best letters about one of the program's 10 participating sponsors.

* * *

Evansville Events

WGBF and WEOA, Evansville, Ind., on Nov. 1 distributed to listeners the first of a monthly publication, *The Kalendar*, in the interest of better coordination and cooperation between radio stations, classical music groups and other cultural societies. In addition *The Kalendar* carried a complete monthly calendar of all local activities plus a full radio bulletin.

Hit the Sales Bulls-eye
IN THE RICH ARROWHEAD REGION OF MINNESOTA WITH THE ARROWHEAD NETWORK
General Offices
WEBC Building
Duluth, Minnesota

CANADA
MINNESOTA
WHLB
Virginia
WMFG
Hibbing
WEBC
Lake Superior
Duluth
Superior
WIS.

A YEAR FOR CAPSULES

Many Records Are Planted for Future Opening

THE YEAR now ending appears to have been a record period for the planting of "time capsules" for future generations to measure the civilization of the present. Down in Griffin, Ga., the other day a concrete vault was sunk at the foot of the Confederate Monument, to be opened in 2040. Included with the city's financial statement, city guide, listing of qualified voters, telephone directory and current magazines, the city fathers buried a transcription of a radio program featured during the city's centennial—the voice of Dozier Wynne, chairman of the centennial radio program and author of the popular local serial, *The Old Captain & His Treasure Chest*.

The recording was done on WBS vinylite material, which, it was deemed, could probably stand the 100-year wait. Commented M. A. Hollinshead, an executive of World Broadcasting System:

"1940 is the prize year for the planting of 'time capsules.' Whether this fact has an ominous note in view of the conflagrations around the world, may be a matter of opinion—but the capsules are being planted nevertheless. The Westinghouse people, of course, coined the expression 'time capsule' in naming the elaborate cigar-shaped cell planted deep in the soil of the World's Fair, now being razed.

"This capsule, filled with the records of our day including transcriptions and sound pictures, is being withdrawn from the sight of man for 5,000 years. As the great buildings of the Fair are leveled, changing the Flushing meadows into a City Park, a monument will be erected to guide the citizens of 5,000 years hence to the spot where the capsule offers its treasures of history. So thorough has been the planning and such vision of the ineffable changes applied by 5,000 years, that a key to the understanding of the English language is included."

* * *

Poll and Quiz

A WEEKLY public opinion poll has been started on CFRB, Toronto, for O'Keefe's Beverages Ltd., Toronto (soft drinks). Drivers for O'Keefe's leave public opinion questionnaires at all retail outlets, allowing anyone to enter the contest by sending in "yes" or "no" answers to the questions. A studio audience at CFRB is asked the same questions, each member of the audience being asked two questions with reasons. Those agreeing with the public opinion poll are awarded cash prizes. Program was placed by A. McKim Ltd., Toronto.

* * *

Giant Letters

ON NOV. 8, the day on which the regular Friday afternoon concerts by the Philadelphia Orchestra started on MBS, the network sent out via messengers to radio editors in New York a 22½ x 32-inch announcement on heavy white stock. The sheet also announced the scheduled broadcasts on Mutual by the Chicago Opera Company and the concerts by the Chicago Symphony conducted by Dr. Frederick Stock.

"GOOD NEWS OF 1941" on NBC-KFI

TRAVELING DISPLAYS which tie-in with the weekly NBC *Good News* program, are being routed by General Foods Corp. to different super-markets in the Los Angeles area each week. This 14-case Maxwell House Coffee display, with blow-up photo of program cast, is credited with increasing sales 100% during the week it was shown at Ralphs' Super Market, 3633 Crenshaw Blvd., according to Leon Rowland, manager (center). Regular sales are 172 pounds per week, he tells Noel Corbett, NBC Hollywood press representative (left), and John Sarconi, in charge of city super markets for General Foods (right). The figure doubled during the week this display was on exhibit.

BROCHURES

WAAF, Chicago—A four-page monthly black and white file-size radio news letter, "WAAF Speaking"

WCAU, Philadelphia—Lithographed 12-page booklet, *The People's Choice*, presenting a listeners survey.

NBC—Two-color folder giving market data on NBC's Pacific Coast Blue.

WTAM, Cleveland—Personalized six-page folder analyzing mail response for *Woman's Club of the Air*.

KFXM, San Bernardino, Cal.—40-page presentation of station staff, market, program features published to celebrate completion of new transmitter.

WJPR, Greenville, Miss.—"The Industries of Greenville, Miss.", a 24-page booklet of WJPR market facts, including map of station's area to .5 milivolt contour.

WIBW, Topeka, Kan.—"Bonus Coverage" brochure, incorporating coverage maps and market data around a die-cut design.

WBBM, Chicago — Four-page windowed folder on *The Sunshine Hour*.

102,167 PAID ADMISSIONS to the Northern Kentucky Food Show, with WSAI the only radio help—the only station permitted in the show. Surely convincing evidence that Larry Baumbach, General Chairman, hit the nail on the head when he said: "WSAI is the grocer's own station!"

FOR MAGNETIC SHOWMANSHIP that attracts listeners and sells goods, choose WSAI CINCINNATI'S OWN STATION

Represented by International Radio Sales
New York Chicago Los Angeles

Youngstown was prosperous a year ago. Business now is 24 per cent better. Cover this thriving market best with . . .

WFMJ

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

From FCC to Army

JAMES D. CUNNINGHAM, FCC principal attorney and a captain in the Reserve Corps, on Nov. 12 entered active Army service in the Judge Advocate General's Office. Capt. Cunningham, the first FCC official to enter active service, transferred his activities on 48-hour notice. He has been granted a year's leave by the FCC.

WMBC Seeks 50 Kw.

WMBC, Detroit, ownership of which was acquired early this year by John Lord Booth, son of the late Ralph H. Booth, president of the Booth Newspapers of Michigan, has applied to the FCC for authority to shift to 1220 kc. with 50,000 watts. It proposes to change its transmitter location from Detroit to a point near Plymouth, Mich. The station now operates with 250 watts on 1420 kc.

N. RAY KELLY, NBC manager of the development and maintenance division of the sound effects department, New York, has been placed in charge of the entire department following a merger of the development and maintenance and the operating group. Zale Dillon, who was supervisor of the latter division, is on a leave of absence until Dec. 1.

MORE POWER TO YOU!
SEATTLE'S OUTSTANDING INDEPENDENT STATION
Now.. 1,000 WATTS
COVERING 70% OF THE WESTERN WASHINGTON BUYING AREA
Station KRSC
SEATTLE
NEW MODERN STUDIO AND TRANSMITTER WITH SALT WATER GROUND SYSTEM, STRATEGICALLY LOCATED ON HIGHWAY 99, SEATTLE, WN.
YOUR RADIO DOLLAR DOES TWICE THE WORK AT KRSC

in the CONTROL ROOM

DAVID BAIN, chief engineer of WBML, Macon, Ga., has announced the following engineering personnel for the station: R. V. Pearson, assistant chief engineer; Austen Kimble, formerly of WSKB, McComb, Miss.; Shafter Goodrich, of KDRO, Sedalia, Mo. Bain was chief engineer of WRTD, Richmond, before joining WBML.

RALPH BATT, engineer of WGN, Chicago, on Nov. 10 married Harriet Paul, formerly receptionist of WMBD, Peoria.

FRANK HIGGINS, engineer of WMBD, Peoira, Ill., is the father of a girl, born recently.

PAUL A. WILLIAMS, formerly assistant engineering supervisor of the radio division of the Golden Gate Exposition, recently was added to the technical staff of KFRC, San Francisco. Franklin Dougherty, also from the division, has joined KFRC.

RAY KAPLAN, formerly of WNBF, Binghamton, N. Y., and Robert Dalton have joined the engineering department of WOL, Washington.

RICHARD KELLY, control engineer of WICC, Bridgeport, Conn., is the father of a girl born in mid-October.

CHARLES F. CONCANNON, technician of KFRC, San Francisco, and a lieutenant in the Naval Reserve, was called to active duty Nov. 6 and assigned to Mare Island Navy Yard, Vallejo, Cal.

SHERMAN HILDRETH, new to radio, has joined the engineering staff of WCSC, Charleston, S. C.

CLIFFORD LEE, engineer of WAPI, Birmingham, has resigned to accept a position with the FCC in Washington.

EDWIN SCHUESSLER, formerly of WOC, Davenport, Ia., has joined the engineering staff of WHO, Des Moines.

KENNY HYMAN, chief engineer of KABC, San Antonio, won top honors at the San Antonio Dog Show Oct. 19-20 with his eight-month-old Scottie, Black Roderick I.

MILLARD CLARY, formerly chief operator of KWGB, Hutchinson, Kan., has joined the engineering staff of WIBW, Topeka, Kan. Johnny Heslip, 17-year-old apprentice engineer of WIBW, has left the station to continue his high school studies in Kansas City.

KENNETH R. WOODYATT formerly of KMPC, Beverly Hills, and other California stations, has joined the engineering staff of KARM, Fresno.

JOSEPH M. TROESCH formerly of KQV, Pittsburgh, has joined the engineering staff of WSTV, Steubenville, O.

ZOLTAN T. BOGAR, formerly of WRTD, Richmond, has joined the engineering staff of the new WINX, Washington.

CHARLES BRANNEN, chief engineer of WCLO, Janesville, Wis., is the father of boy born recently. Dale Kealy has joined the WCLO engineering staff, replacing Ed Hesky, who has returned to school in Chicago.

GARDENING is the hobby of E. L. Gove, technical supervisor of WHK-WCLE, Cleveland, and here is his proudest creation, a double-barrelled carrot topped with turnip, celery and potato to simulate a horticultural miracle. Beaded hat was provided by Mary Frazee, secretary to Manager H. K. Carpenter, with shoes and facial artistry by Betty Rohan, WHK receptionist.

PROCTOR A. SUGG and Frank L. Fullaway, engineers of KGO-KPO, San Francisco, both in the U. S. Naval Reserve, recently volunteered for active service. They have been assigned to duty out of San Francisco and San Diego, respectively. Three other reserve officers on the engineering staff include Chief Engineer Curtis Peck, Edward C. Callahan and James W. Summers.

WILBUR L. MILLER, formerly of KPMC, Bakersfield, Cal., and KFVD, Los Angeles has joined the engineering staff of KTAR, Phoenix.

E. L. RAEKE, KOA, Denver, transmitter caretaker, is recuperating from a major operation.

DANIEL BARLOW, engineer of WIP, Philadelphia, operating the transmitter at Bel-Mar, N. J., late in October eloped to Raleigh, N. C., with Winifred Groux, WIP receptionist, it has just been revealed.

CARL HALL, control engineer of KANS, Wichita, Kan., is the father of a girl born in mid-October.

LEONARD WHITEHORNE, engineer of WRVA, Richmond, is the father of a boy born Nov. 1.

GORDON F. BISHOP, formerly of WPFM, local police transmitter, has joined the engineering staff of WSGN, Birmingham.

George H. Seward

GEORGE H. SEWARD, 67, founder and president of the Hollywood Television Society and the Television Engineers Institute of America Inc., died at General Hospital, Los Angeles, Oct. 30, from a heart ailment. Born in New Haven, he was a graduate of the engineering department of Yale. He had lived in Hollywood for 29 years and at the time of his death operated a radio and appliance business. He had been active in civic and political work as well as in promoting television. His wife survives.

KMA The Earl May Station
The Mail Station
SHENANDOAH, IOWA • 5000 watts • NBC
FREE & PETERS, Inc., National Representatives

Radio Employes In Signal Corps

COMMUNICATIONS employes, including amateur radio operators, who are drafted under the selective service procedure, will be assigned to duty with the Army Signal Corps, under War Department orders announced Nov. 5. Instructions for such assignments covering "occupational specialists" were transmitted to all corps area commanders by Maj. Gen. E. S. Adams, Adjutant-General of the Army.

The instructions specify that all selective service men inducted into the service whose civilian occupation has been in the engineering or plant departments of the AT&T, associated Bell companies, independent telephone companies, Western Union, or Postal Telegraph, and all members of the Army amateur radio system be assigned to "Signal Corps organizations." In the event the total number of trainees falling within these occupations received in any one corps area is in excess of the needs of the Signal Corps units in that area, it was explained, the War Department will direct the transfer of the excess to signal corps units of other corps areas.

Because many broadcast station engineers and operators are amateurs, the ruling will apply to them under certain circumstances, it was pointed out. Moreover, by virtue of the specialization of broadcast technicians, it is thought that the Signal Corps will be on the alert for such trainees for specialized work.

Meanwhile, the FCC is conducting a survey of amateur radio to procure information to meet any amateur problem which may arise in connection with neutrality, national defense and other emergencies. As against only some 2,000 amateurs at the outbreak of the first World War in 1914, there are now upwards of 33,000 licensed amateurs in this country.

Lynn B. Henson

LYNN B. HENSON, 50, pioneer radio technician and former mechanical supervisor of WFAA, Dallas, died suddenly late in October during a business trip to Phoenix, Ariz. After serving in the U. S. Army Signal Corps during the World War, he became interested in radio work and helped install Dallas' early municipal station, WRR. In 1922, when the *Dallas Morning News* established WFAA, Mr. Henson assisted in construction of the station and became mechanical supervisor, remaining with the station until 1934, when he retired to enter business for himself as an electrical engineer. He was a member of the Scottish Rite and is survived by his wife.

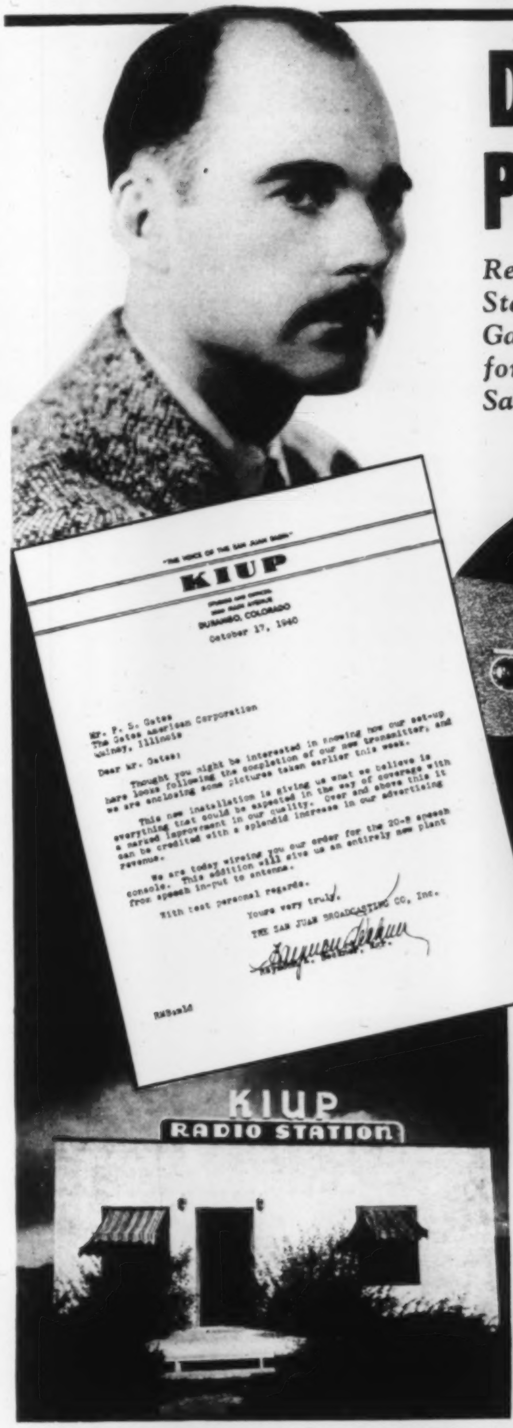
Dr. John R. Carson

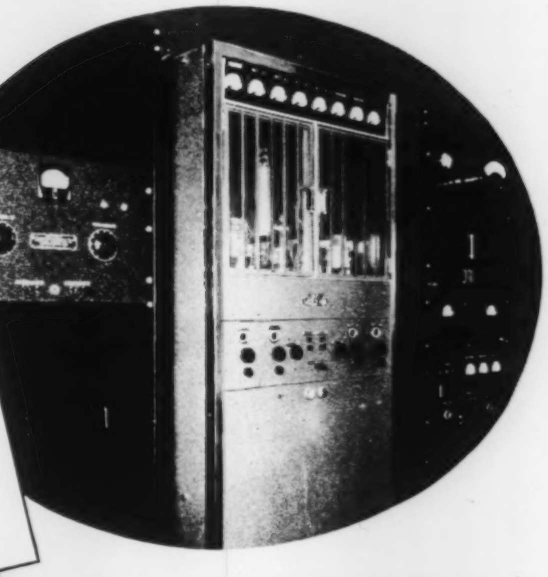
DR. JOHN R. CARSON, 54, research mathematician and electrical engineer of Bell Telephone Laboratories, New York, died Oct. 31 at his home in New York. As an engineer for AT&T, Dr. Carson installed the first carrier current system between Pittsburgh and Baltimore in 1917, and developed the mathematical background for the use of metal pipes to guide radio waves. In 1924 he received the Liebmann memorial prize from the IRE. Surviving are his wife, a son and a brother.

100% GATES • MEANS 100% SATISFACTION

Doing a Good Job PROFITABLY!

Read Why Mgr. Raymond Beckner of Station KIUP, Durango, Colo., Credits Gates Studio and Transmitter Equipment for Improved Coverage and Increased Sales Revenue . . . .





"THE VOICE OF THE SAN JUAN BASIN"
KIUP
STUDIOS AND OFFICES
MAIN AVENUE
DURANGO, COLORADO

October 17, 1940

Mr. P. S. Gates
The Gates American Corporation
Quincy, Illinois

Dear Mr. Gates:

Thought you might be interested in knowing how our set-up here looks following the completion of our new transmitter, and we are enclosing some pictures taken earlier this week.

This new installation is giving us what we believe is everything that could be expected in the way of coverage with a marked improvement in our quality. Over and above this it can be credited with a splendid increase in our advertising revenue.

We are today wireing you our order for the 20-B speech console. This addition will give us an entirely new plant from speech in-put to antenna.

With best personal regards.

Yours very truly,
THE SAN JUAN BROADCASTING CO, Inc.
Raymond Beckner
Raymond M. Beckner, Mgr.

RMB:eld

7,000 feet high up in the Rockies, Durango, Colorado is the only city in the United States that can be reached only by traveling a narrow-gauge railway. Here, KIUP reigns supreme to an exclusive daytime audience isolated by the high mountainous altitude (that excludes other signals) . . . but efficiently covered with the aid of Gates American Transmitter and Studio equipment. The ability of this equipment to withstand the punishment of severe requirements has also resulted in practically eliminating maintenance costs. Step by step, KIUP has expanded its Gates equipment from the 250-A Transmitter set-up pictured above, to a recently installed 20-D Speech Console. Under the able management of aggressive Raymond M. Beckner, KIUP is now recognized as Southern Colorado's leading advertising medium . . . and a 100% Gates-equipped station.

We will be glad to discuss your Transmitter and Studio Equipment requirements with you and your engineers. Write today for complete technical data and costs on the Gates 250-A Transmitter and other studio, transmitting and remote equipment.

CHECK YOUR REQUIREMENTS AGAINST GATES FEATURES

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

"What's 'galena,' Dad?"

Lots of fathers will remember the oatmeal-carton and cat-whisker days of radio, when "galena" was so important in "crystal" sets.

But radio has come so far—and so fast!—that today's youngsters never heard of galena. Instead, they talk about push-button tuning and remote control.

An important factor in the growth of radio has been the telephone network. Bell Telephone engineers have co-operated from the very beginning—routing and rerouting programs . . . providing better and better facilities. And the work goes on continuously in Bell Telephone Laboratories to develop new and more efficient methods and equipment for the networks of the future.

Uncle Sam in Radio

(*Continued from page 19*)

ated Nov. 4 in an NBC-Blue program commemorating its 165th anniversary.

Maritime Commission

Produced a series of network shows and transcriptions when Robert Horton was publicity director. Horton now is with National Defense Advisory Commission. Also cooperates in special events, such as launching of *S.S. America.*

War Department

Radio and Pictorial Section of Public Relations Branch cooperates in requests for officers to appear on programs. In charge of public relations is Lieut. Col. Ward Maris.

Main Army radio activity has been concentrated on the recruiting campaign, conducted through the Adjutant General's Office. In the past the recruiting branch of the Army had used radio intermittently, but since July 12 an intensive broadcast drive has been conducted. "Wonderfully successful" is the way Army officials describe radio's part and Maj. Gen. E. S. Adams, adjutant general, has officially lauded broadcasters for their assistance [BROADCASTING, Sept. 1].

The recruiting campaign consists of quarter-hour dramatic and historical discs along with 10 transcribed announcements, shipped each Friday to 700 stations. Local corps areas use live announcements and programs adapted to their special needs. Recently released was a disc series explaining the courses open to those who have registered under the Selective Service Act. A one-time network program was broadcast Oct. 19 on NBC-Blue based on the successful recruiting film "Service With the Colors", with Edward G. Robinson and Humphrey Bogart participating. More such programs are planned. Network and station commentators have cooperated in the recruiting drive.

Civil Service Commission

This new entrant into the broadcast scene is making effective use of the medium to obtain skilled workers for defense industries. Cooperation in the job-selling campaign was pledged by 645 stations, with most others also participating.

Every Saturday a list of jobs open is sent to stations in appropriate areas. Since July over 100,000 skilled workers have been obtained through the radio drive, and plans are ready to go after another 100,000. Thus one of the hardest bottlenecks in the defense program is being solved. Cooperating in the drive is the NAB, with Art Stringer aiding the Commission's staff. Carson C. Hathaway is information director of the Commission.

Department of Agriculture

This pioneer Federal user of radio has utilized the medium for many years. It looks to broadcasters rather than to sponsors for opportunity to present information on farm subjects. Morse Salisbury, associate director of information of the Department, was the first Government publicity officer to attain radio prominence. Chief of the Department's Radio Service, which comes under the information office, is Wallace L. Kadderly.

Main Department radio interest centers in the *National Farm & Home Hour* on 90 NBC-Blue stations, for 11 years a leading daytime air feature. Talks, playlets, interviews and special events are provided for this sustaining feature.

A script service titled *Farm Flashes* is sent to 461 stations. It consists of time copy and is not sent out on regular schedule. Another script program, *Homemakers Chats*, is sent to about 200 stations. It had been used by 13 stations for sponsored programs and by 32 for participators, but the sponsor privilege was discontinued recently except under strict limitations.

Special Services

From 300 to 600 words daily are provided for the United Press *On the Farm Front* feature, which the service sends to about 450 stations,

GOING WEEKLY!
GOING WEEKLY!
JANUARY 13!
BROADCASTING

SAVE $2
Subscribe NOW!
Before Jan. 1
$3, one year
$5, two years
After Jan. 1
$5, one year
$8, two years
including YEARBOOK Number

the Department says. On 11 NBC-Pacific Red stations, a program titled *Western Agriculture* covers farm news of that area. The Department's Consumers Counsel Division cooperates with the General Federation of Women's Clubs in a weekly program on 35 NBC-Red stations.

Among other radio features within the past year was a series of 19 transcribed interviews by Grady Cole of WBT, Charlotte; *Problems of Plains & Mountains* on KOA, Denver; eight programs for *U. S. Government Reports* series of the Office of Government Reports.

At least 600 stations are carrying Department information and cooperating with Land Grant Colleges on a regular basis. Besides, county extension agents use perhaps 200 stations. Radio schools are conducted for these agents, with 1,075 having taken the course in script writing and delivery in the past year.

Some special radio promotion is conducted by various divisions of the Department, such as transcribed talks and plays by the Farm Credit Administration and Forest Service.

The Rural Electrification Administration produces local campaigns to tie in with electrification projects. Pane Woodbridge, formerly of CBS, is radio director.

Federal Housing Administration

An astute user of radio time, with most activity based on sponsor cooperation in drive to promote home-building industry. Currently cooperating with Libbey-Owens-Ford Glass Co. in Sunday series, *Design for Happiness*, on 67 CBS stations. This series is designed to promote interest in the small-home field and the FHA. It was placed through Harold Merillat, president of U. S. Adv. Corp., Toledo.

In nearly all States, FHA cooperates in programs sponsored by building industry groups, with special autumn emphasis on modernization and repair. Sample commercial announcements for use by local industry groups have been prepared and sent to commercial managers of all stations.

Disc Series

An NBC transcription containing three five-minute dramas on one side and 10 one-minute announcements on the other is being used by about 250 stations, in most instances under local sponsorship. It promotes modernization. A similar series on the small-home program of FHA was issued some months ago to about 400 stations.

FHA script material includes 12 announcements a week and a set of 15 five-minute talks, sent to 550 stations. Early in 1940 the NAB cooperated with FHA in issuing a sales manual describing radio sales potentialities in the building field.

A network series called *The Master Builder* had a run of four years.

Radio director of FHA is George T. Van Der Hoff, who has let stations and sponsors take the initiative is using radio time to promote the housing industries. FHA has supplied continuities, programs and information for those desiring to utilize the material.

ALL'S WELLS at KTSA, especially when H. G. and Orson are corralled in a studio with a microphone handy. This bit of fancy programming greeted KTSA listeners when H. G. Wells (left) addressed the National Brewers' Assn. convention at San Antonio. Orson Welles changed his itinerary on a trip to the Coast so he could meet the distinguished British author. The two talked for a half-hour, with Charles C. Shaw (center), KTSA news editor, as moderator.

Department of Justice

A monthly quarter-hour on NBC-Blue, *Good Guests*, is designed to encourage alien registration. Citizens of foreign birth participate as guests. Charles Boyer, actor, was guest on Oct. 15 episode. Networks have provided a half-dozen nationwide broadcasts in campaign to register 3,600,000 aliens. Two recordings included in weekly disc series of Office of Government Reports. Discs of three speeches used by 300 stations. Now making discs in four foreign languages, sent to stations broadcasting in foreign tongues. M. E. Gilfond, assistant director of Alien Registration Division, gives radio heavy share of credit for success of registration campaign, 1,900,000 having registered by Oct. 15.

Immigration & Naturalization Service on Oct. 13 renewed *I'm an American* series on the NBC-Blue, Sundays, 1-1:15 p.m. Distinguished guests explain privileges of American democracy. Among guests in new series are Emil Ludwig, Leopold Stokowski, Paul Muni, Walter Damrosch and Lynn Fontanne. Radio director of department is Dorothy Donnell.

Federal Bureau of Investigation permits local agents to appear on programs broadcast by stations in their districts. Officials occasionally appear on networks. Bulletins on crime-hunts have been sent to regions involved from time to time and have aided in capturing criminals. FBI has working arrangements with State and local police radio systems.

Federal Security Agency

Social Security Board has used several transcription series of an informative nature, some produced in connection with the Office of Education. The Board has operated on a regional basis, cooperating with State boards in use of local scripts, transcriptions and shows. Wendell Gibbs is in charge of radio.

Public Health Service uses special programs in connection with the President's Interdepartmental Congress on Health. Several programs have been heard on networks and the Service has participated in some of the Interior Department programs.

The Office of Education aids in production of *The World Is Yours*, Smithsonian Institution program on NBC-Red, Sundays, 4:30-5 p.m., on the air five years. Since loss of funds allotted from WPA appropriations it has become relatively inactive. At one time 250 WPA workers were engaged in the Office's radio activity, mostly in Washington and New York. Some 700 network programs were produced and a script exchange was developed. The exchange is still active and has loaned out 250,000 scripts to 1,200 local producing groups. William D. Boutwell is chief of the Division of Radio, Publications and Exhibits.

Interior Department

One of the extensive users of radio facilities. *This Our America*, conducted in cooperation with National Resources Planning Board, ended Sept. 4 on NBC-Blue. It was a series of half-hour episodes covering the nation's manpower and productive skills. A new series, *The American Parade*, weekly half-hour in cooperation with WNYC, New York and the municipal symphony, started Oct. 19 on WNYC. It is being transcribed and at the conclusion will be available to other stations. Americanism and defense topics are covered.

For several months the department has produced a noon quarter-hour on MBS titled *Conservation Reporter* and featuring news of conservation, along with guest artists. On CBS for 52 weeks was a weekly half-hour, *What Price America?*

Broadcast activities are directed and produced by the Radio Section of the Information Division, with Shannon Allen in charge. The Department has extensive studio and recording facilities which are used by many Federal agencies. Mr. Allen acts as radio adviser for many Federal offices.

The Fish & Wild Life Service has an announcement campaign designed to promote consumption of fish and to aid the fishing industry. It is carried on 98 stations in fishery centers [BROADCASTING, Oct. 15].

National Park Service stages a program of park and tourist information on WNYC, New York. In 1939 the Service had a park series on NBC-Blue.

Bureau of Reclamation provides skeleton scripts for California stations and schools, which cooperate in writing and producing reclamation programs.

Indian Service is preparing a series of transcriptions for use in schools.

Office of Government Reports

This branch of the Executive Office of the President among other duties is charged with compilation and distribution of information for use of Governmental offices. For over a year it distributed to its State branches a transcription series based on activities of the Cabinet and other Federal agencies. These discs were fed by the State branches. At present it is distributing a disc series based on the defense program, covering such agencies as the Army, Navy, Coast Guard, Civil Aeronautics Authority, FCC and Department of Justice (alien registration). Robert I. Berger, special assistant to the director, acts as a radio liaison and consultant for certain Federal agencies in their use of the medium.

Federal Home Loan Bank Board

Recently completed a questionnaire survey of advertising by members of Federal Home Loan Bank System. In analyzing results of radio advertising, the Board suggested principles to be followed in successful use of radio [BROADCASTING, Nov. 1]. The Board itself is not a regular radio user but its officials have been heard on the air occasionally.

Federal Works Agency

Public Works Administration, now winding up its activities, used intermittent radio, mainly talks.

Works Progress Administration has distributed weekly quarter-hour transcriptions for several years to some 300 stations. Programs consist of orchestral and choral music performed by WPA musicians directed by noted conductors. Dubbed in are 2½-minute talks covering such subjects as art, music, national defense and similar topics. Recording facilities of NBC in Boston, New York, Los Angeles and San Francisco are used.

Smithsonian Institution

Provides research, checking and scripts for *The World Is Yours*, five-year-old program heard on NBC-Red, Sundays, 4:30-5 p.m.

Treasury

Internal Revenue Bureau has distributed special scripts about income taxes. The Department has utilized radio in promoting sale of Baby Bonds.

Post Office Department

With approach of the Christmas season, the Department for years has urged local postmasters to place "mail early" announcements on stations in their area.

ARCH OBOLER Hollywood writer of the weekly NBC *Everyman's Theatre*, sponsored by Procter & Gamble Co. (Oxydol), has had three of his radio dramas compiled in book form and published by Targ, Chicago, under title of *Ivory Tower*. Another volume titled *Fourteen Radio Plays by Arch Oboler*, has just been issued by Random House, New York.

Fast Finish Brings Radio Time In Campaign Over 2 Millions

Political Billings During Mid-Evening Hours Offset By Credits to Regular Network Sponsors

MOUNTING to proportions far in excess of preliminary estimates, even those made late in October, the final wave of broadcast political oratory boosted total campaign radio expenditures to well over the $2,000,000 mark. Statisticians for the major networks, who at the end of October estimated the political total at about $1,350,000 [BROADCASTING, Nov. 1], now state that preliminary tabulations indicate the final total will exceed $1,750,000. Addition of local and regional broadcasts is expected to push the industry total up accordingly—possibly to about $2,250,000.

Magnitude of the last-minute rush for air time, in vivid contrast to the early weeks of the campaign, is illustrated by the breakdown supplied by MBS, only network to have completed its tabulation. Of the total political revenue of $262,674, received by Mutual during the campaign, approximately $80,000, or more than 30%, was spent during the first four days of November, final tour of the campaign.

Sponsor Credits

Despite this final spurt that raised 1940's political radio expenditures far above those of 1936, few network executives regretted the campaign's close. Most campaign broadcasts occurred in the mid-evening hours, time also preferred by radio's regular sponsors, so in many instances the political billings were offset by credits to advertisers whose programs were cancelled to oblige one party or the other. Such cancellations, and those of familiar sustaining shows as well, not only resulted in no profits, but leave the broadcasters the task of re-educating their audiences into regular listening habits, almost completely disrupted during the final weeks of the campaign.

NBC's preliminary breakdown of political billings is as follows: Republicans, $462,000; Democrats, $435,000; John L. Lewis speech (paid for by the National Committee of Democrats for Willkie), $11,600; Socialists, $5,000 to $6,000; Social-Labor, $4,000; Communists, $7,000.

No breakdown of time was given and none can be estimated from the figures, as the size of the networks differ, and some broadcasts went on during the daytime, when rates are less than in the evening. The figures also include rebates made to advertisers for talent expenditures, which continued even when the programs were not broadcast.

Preliminary CBS figures are: Democrats, $319,300, broken down into time charges of $260,000, talent rebates of $54,500, and wire charges of $4,800; Republicans, $274,600, divided into $229,700 for time, $39,000 for talent, and $5,900 for wires. CBS also reports that the Roosevelt supporters used 12 hours of CBS network time, including six hours and 15 minutes of cancelled commercials, and the Willkie supporters took 13 hours and 45 minutes, of which five hours and 45 minutes were cancelled commercials. CBS had not released figures covering expenditures of minor parties as BROADCASTING went to press.

The MBS breakdown shows: Democrats, $130,500, 14 hours 45 minutes; Republicans, $124,500, 17 hours; Communist, $5,100, 30 minutes; Social-Labor, $2,574, 15 minutes.

In 1936 NBC's political billings totaled $658,768; CBS, $570,343, and MBS, $105,042.

Individual Stations

Doubtless well above the average, but nevertheless illustrating that independent stations also got their share of campaign broadcasts, WMCA, New York, reported that a total of $22,522 was spent by the political parties for time on the station. A recapitulation shows $14,114 spent for Willkie, $8,277 for Roosevelt and $130 non-partison. Nine Democratic organizations took 11 hours, 35 minutes and used 53 spot announcements; 17 Republican groups, 15 hours 17 minutes and 178 spot announcements; non-partisan, 15 minutes.

Further political revenue came to individual stations through sponsorship of broadcasts of election returns. WHOM, Jersey City, sold its returns to four different sponsors. In Philadelphia WFIL and WPEN also carried sponsored broadcasts, although WCAU at the 11th hour cancelled scheduled commercial sponsorship of its returns in favor of carrying them as a public service.

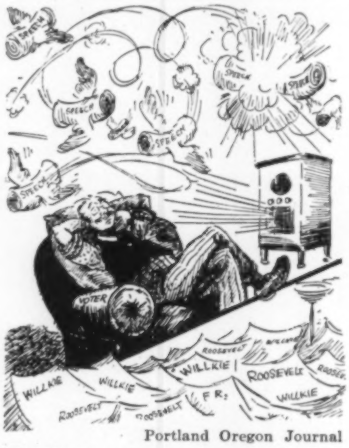
Video Panels to Report Their Progress Jan. 27

AT A public conference scheduled for Jan. 27, 1941, the FCC will receive a progress report on the television study now being conducted by the National Television System Committee. The date was set Nov. 15 at a special FCC meeting, when it was indicated also that FCC members probably would make another "television tour" to New York about Jan. 24.

The FCC explained that the January meeting will not be a hearing, and that Dr. W. R. G. Baker, General Electric vice-president and NTSC chairman, and the various panel heads of the committee would report progress at a public session. The FCC indicated it will not call for recommendations as to whether visual broadcasting standards should be fixed at that time.

Dr. Baker has advised panel chairmen that their reports will be status surveys, with an outline of desirable methods. Color television and FM were listed as important problems for all panels. Since organization of NTSC July 31, Chief Engineer E. K. Jett, of the FCC, has kept in constant touch with committee activities, but the January conference will yield the first comprehensive report on progress.

It's All Over Now



Portland Oregon Journal

Thanks to radio, he made up his own mind.

TEN VIDEO GRANTS ANNOUNCED BY FCC

SPURTING into action once more in the visual broadcast field, the FCC at a special meeting Nov. 15 granted 10 additional television applications, extending from Los Angeles and San Francisco to Manhattan, Kan., Chicago and New York. With about 40 separate experimental television facilities either operating or authorized, the FCC estimated some $8,000,000 in equipment and operation projections is represented in these facilities. The Nov. 15 grants alone were estimated to represent about $3,000,000 of this amount.

At the Nov. 15 meeting the Hughes Production Division of Hughes Tool Co.—headed by Howard Hughes, famed round-the-world flier, motion picture producer and millionaire sportsman — received two grants, for 10 kw. television stations in Los Angeles and San Francisco. Both stations were assigned Channel No. 2, with 10 kw. aural and visual. The FCC estimated the two stations will represent an expenditure of about $2,000,000.

CBS also received two grants, one for a 1 kw. visual broadcast station on Channel No. 8 in Los Angeles, and a second for 1 kw. on Channel No. 4 in Chicago. Other grants included: Metropolitan Television Inc., New York, 1 kw. on Channel No. 8; Earle C. Anthony Inc., Los Angeles, 1 kw. on Channel No. 6; Leroy's Jewelers, Los Angeles, 1 kw. on Channel No. 10; May Department Stores Co., Los Angeles, 1 kw. on Channel No. 12; Kansas State College, Manhattan, Kan., 100 watts on Channel No. 1; Television Productions Inc., Los Angeles, 250-watt portable relay, visual only, on Channels No. 13 and 14, to operate in conjunction with already granted facilities on Channels No. 9 and 10.

THE FCC on Nov. 15 postponed until Feb. 10, 1941, the scheduled Nov. 26 hearing involving management contracts of WGST, Atlanta, licensed to Georgia School of Technology.

Board Appointed For Radio Award

Networks and Various Types Of Stations to Be Honored

PROMINENT advertising and radio personages are included on the 12-man George Foster Peabody Radio Awards Advisory Board as announced Nov. 15 by Harmon W. Caldwell, U of Georgia president, and Dean John E. Drewry, of the Henry W. Grady School of Journalism. The advisory board will have the primary function of determining winners of the Peabody Awards, to be given each year in recognition of outstanding public service by radio stations and networks.

Advisory Board

Members of the advisory board include Dr. S. V. Sanford, U of Georgia chancellor; Bruce Barton, BBDO president; John H. Benson, AAAA president; Virginius Dabney, editor, *Richmond* (Va.) *Times Dispatch*; Norman H. Davis, American Red Cross chairman; Jonathan Daniels, editor, *Raleigh* (N. C.) *News & Observer*; Mark F. Ethridge, vice-president and general manager, WHAS and the *Louisville Courier-Journal* and *Times*; Waldemar Kaempffert, *New York Times* science editor; Alfred A. Knopf, publisher; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody and president of "Yaddo", Saratoga Springs, N. Y.; Edward Weeks, *Atlantic Monthly* editor.

Honoring the late George Foster Peabody, a distinguished benefactor and life trustee of the U of Georgia, the Peabody Awards were established last May by the board of regents of the University, with the approval and cooperation of the NAB. The awards parallel the Pulitzer Awards for newspapers and literature, and will be administered by the Henry W. Grady School of Journalism at the university, in a manner similar to the Pulitzer Award administration by Columbia U's school of journalism.

Separate awards, based on public service in their individual fields, are to be made for small, medium and large stations, and networks. The first awards will be made in 1941, probably at the annual Georgia Press Institute. Particularly active in establishment of the Peabody Awards was Lambdin Kay, of WSB, Atlanta, who several years ago was appointed to head a committee for the NAB to investigate possibilities of providing national educational recognition for public service in radio.

WRUW Power Boost

THE FCC on Nov. 15 granted an application of World Wide Broadcasting Corp., Scituate, Mass., to increase power of its international shortwave outlet, WRUW, to the 50 kw. minimum required under the new FCC international rules.

Pilot Radio Contest

PILOT RADIO Corp., New York, which sponsors Dorothy Thompson's cooperatively sponsored talks on WOR, Newark, is starting a contest Dec. 4 to find a name for the new model Pilot radio number one, which retails for $19.95. Prize offered for the best name submitted is $500, with entry blanks available through Pilot dealers.

Southwest Votes Copyright Office

Support Is Offered to BMI As 70 Attend Conference

ENTHUSIASTICALLY supporting Broadcast Music, Inc., as opposed to ASCAP, more than 70 broadcasters met Nov. 12 under NAB auspices in Fort Worth and approved the establishment of a copyright clearance point in that city. They concluded that ASCAP licenses, as proposed, will not be "available" as of next Jan. 1.

The meeting, arranged by Harold Hough, general manager of WBAP-KGKO and an NAB director, included broadcasters from Districts 12 (Kansas-Oklahoma) and 13 (Texas), as well as guest participants from Tennessee, Missouri, Louisiana and Arkansas. The agreement to establish the copyright clearance point contemplates using the available libraries of WFAA-WBAP, Dallas-Forth Worth.

Stuart Sprague, New York copyright attorney, and counsel for BMI, addressed the sessions. O. L. Taylor, District 13 director, and Herb Hollister, District 12 director, were co-chairmen along with Mr. Hough.

Maurice Coleman Takes Over WAGA Sales Helm

MAURICE C. COLEMAN, for the last four years manager of WATL, Atlanta, and a veteran of 11 years in radio in that city will join WAGA, Atlanta, as commercial manager in the near future.

Arrangements to take over the commercial helm of the NBC-Blue outlet were consummated by Mr. Coleman with George B. Storer, president of Fort Industry Co., owner of the station and of stations in Ohio and West Virginia. Don Ioset is station manager, having been transferred from management of WLOK, Lima, several months ago. Mr. Coleman will take over his new duties as soon as arrangements are completed with WATL, headed by James W. Woodruff Jr.

J. M. Comer Jr., chief engineer of WATL, is expected to become acting manager of that station. Mr. Comer has been associated with the station for several years.

WWNC
17 Hours Daily-Continuous
Full-time CBS affiliate
ASHEVILLE N.C.
1000 WATTS 570 KC.
Sole BLANKET COVERAGE of WESTERN NORTH CAROLINA

New FM Call Letters Proposed

(Continued from page 17)

Discussing FM Nov. 12, Mr. Fly said he looked sympathetically upon new groups and new blood in the medium, rather than a preponderence of existing AM station licensees. With more "independents" in the field, he said, competition will be healthier.

The first 15 applicants to be awarded FM grants, showing location, frequency, coverage in square miles and population, were as follows:

1. Detroit, Evening News Assn. (WWJ), 44.5 mc.; 6,820 sq. mi.; 2,498,000 population.
2. Los Angeles, Don Lee, 44.5 mc.; 6,944 sq. mi.; 2,600,000 population.
3. Schenectady, Capitol Broadcasting Co. Inc., 44.7 mc.; 6,944 sq. mi.; 967,700 population.
4. New York, Marcus Loew Booking Agency (WHN); 46.3 mc.; 8,500 sq. mi.; 12,000,000 population.
5. New York, NBC; 45.1 mc.; 8,500 sq. mi.; 12,000,000 population.
6. New York, W. G. H. Finch; 45.5 m.c.; 8,500 sq. mi; 12,000,000 population.
7. Brooklyn, N. Y., Frequency Broadcasting Corp., 45.9 mc., 8,500 sq. mi.; 12,000,000 population.
8. Evansville, Ind., Evansville On the Air Inc. (WEOA-WGBF); 44.5 mc.; 8.397 sq. mi.; 465,000 population.
9. Mt. Washington, N. H., Yankee Network; 43.9 mc.; 31,000 sq. mi.; 2,000,000 population.
10. Binghamton, N. Y., Howitt-Wood Radio Co. (WNBF); 44.9 mc.; 6,500 sq. mi.; 256,300 population.
11. Baton Rouge, La., Baton Rouge Broadcasting Co. (WJBO); 44.5 mc.; 8,100 sq. mi.; 361,400 population.
12. Columbus, O., WBNS Inc.; 44.5 mc.; 12,400 sq. mi.; 1,100,000 population.
13. Salt Lake City, Radio Service Corp. of Utah (KSL); 44.7 mc.; 623 sq. mi.; 194,000 population.
14. Chicago, Zenith Radio Corp.; 45.1 mc.; 10,760 sq. mi.; 4,500,000 population.
15. Milwaukee Journal Co. (WTMJ); 45.5 mc.; 8,540 sq. mi.; 1,522,000 population.

40 More Pend Action

The FCC explained some 40 additional applications are awaiting early action, the result of its ruling last May in "paving the way for FM commercialization". It pointed out that under these regulations, FM stations are available to every community. Because they are not subject to the same interference as standard stations, FM outlets can operate on the same channel with less separation, but no assignments will be made to adjacent channels in the same areas. As many as a dozen or more FM stations using alternate channels may operate in a large metropolitan area, it was pointed out.

Explaining the allocation to Salt Lake City, the FCC said the service area is limited to considerably less than the basic trade area of the city. The topography of the area surrounding Salt Lake City, it explains, makes it technically impractical to serve a larger area which would include anything like all of the basic trade area. All other service areas in the allocations were made to conform "substantially with the basic trade area of the city in which the station is located". In the case of Los Angeles, there are certain technical limitations due to the topography and configuration of the trade area which have been taken into consideration, it was explained.

Added by Wizard

SOMETHING new in Election Day features was presented Nov. 5 by WEBC, Duluth, when Willie the Wizard, 17-year-old mathematical wonder was brought to the station to add complicated election totals at a glance. As local returns were gathered by reporters of the *Superior* (Wis.) *Telegram* and phoned to the station, Willie added the figures on the spot—much faster than any adding machine. Seegar Swanson, editor of the *Evening Telegram*, estimated returns were ahead by as much as a half hour, compared with previous election efforts. Willie—real name Willis Dysart—is a Georgia youth who reputedly was endowed with his mathematical prowess when his mother came to him in a dream when he was four years old, and who at election time was making appearances in Superior.

New Foolproof Method To Check Source Music Is Developed by BMI

A HITHERTO unknown original version of the familiar "Girl I Left Behind Me" has been found in the Library of Congress by BMI's copyright department in clearing the number for a new arrangement, according to Arthur Gutman, director of arranging for BMI. New version differs materially from those usually heard, he says, probably because of variations made from time to time by singers who learned the number by ear from older generations.

In making these new arrangements of old favorites and famaliar melodies, BMI has developed a "foolproof method" of establishing complete authenticity of the original source material, Mr. Gutman said. First, the public domain selections most frequently used by broadcasters are listed and analyzed. Next, BMI's copyright department, aided by Stuart Sprague, of Crawford & Sprague, copyright attorneys, establishes the selections as authentic public domain material from the Bureau of Copyrights in Washington.

The original manuscript, first edition or oldest available copy in the Library of Congress or the New York Public Library is photostated and the photostatic copy rechecked by BMI's copyright department.

After this double check, the number goes to the arranging department where it is given a new scoring, made with its use on the air as the first consideration. Finally, the rearranged number is put through the production line of copyists, autographers and proofreaders, after which it is printed and distributed. As many of the arrangements of public domain music are 10, 20 and even 50 years old, the BMI arrangements, scored especially for broadcasting, are a boon to broadcasters and listeners.

WHEELING
A Fort Industry Market

True
— to —
Form

At times ours is the habit of speaking up if we feel that a definitely specified campaign won't deliver according to our experience. We recently dared and succeeded in changing an agency executive's original WWVA plan from announcements to programs at double the cost. True to form, we hit the nail on the head and here's the proof:

"When you suggested that this account use programs, I must confess that I was a bit skeptical, but your returns were far beyond my expectations and I certainly appreciate your cooperation".

Check WWVA tested service to the listeners of the thriving steel and coal belt of the nation — that's Eastern Ohio, Western Pennsylvania and Northern West Virginia.

●

C. B. S.

Blair Represents Us

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

SALES HO! Yes, sales are riding the high tide of prosperity here in the land of Ark-La-Tex. For instance, station KWKH had its best year in 1939 and up to date the sales record for the first nine months of this year assures that 1940 will be the greatest year in history. And it should be, for the great Shreveport Market, containing over 3,000,000 people, is growing by leaps and bounds, through its trade, its manufacturing, and its wealth in natural resources which makes this area a fertile field for many products. KWKH is the dominating media in this trade territory. Let KWKH add a chapter to your own success story.

Member South Central Quality Network
KWKH-KTBS—Shreveport
KARK—Little Rock
WJDX—Jackson
WMC—Memphis
WSMB—New Orleans

50,000 WATTS
KWKH
A Shreveport Times Station
SHREVEPORT, LOUISIANA

C.B.S.
Represented By The Branham Co.

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

Representatives

JACK SLATTER, station representative at Toronto, on Nov. 1 opened a branch office at Montreal in the Dominion Square Bldg., with W. Dippie of the Toronto office in charge. Before joining the Slatter organization Dippie had been in radio advertising in Vancouver and had travelled throughout western Canada for Warner Bros. and Famous Players Corp. Slatter will represent exclusively in Montreal, CFQC, Saskatoon, Sask.; CKPR, Fort William, Ont.; CFRN, Edmonton, Alta.; CJGX, Yorkton, Sask.; CFCN, Calgary, Alta.; CKTB, St. Catherines, Ont.; CKCR, Kitchener, Ont.

PAUL RAY, for the last five years manager of the Chicago office of The Katz Agency, has joined the Chicago office of John Blair & Co., station representatives, as account executive. Mr. Ray formerly was associated with the *Kansas City Star* and Associated Farm Papers, and had represented The Katz Agency in Detroit.

HAL WINTER, formerly advertising salesman of *Radio Daily*, on Nov. 17 is to join The Katz Agency, station representative firm, as a member of the New York radio sales staff.

WLAW, Lawrence, Mass., has named The Katz Agency its exclusive national representative, effective Nov. 17. The station is owned and operated by the publishers of the *Lawrence Eagle* and *Tribune*.

WAOV, Vincennes, Ind., has appointed George P. Hollingbery Co. as national representatives.

CFAR, Flin Flon, Man., has appointed H N. Stovin as exclusive representative in Eastern Canada.

Heads C.P.P. Public Relations

HARRY KELLER, former newspaperman and publicity agent for the William Morris Agency and the Shattuck-Ettinger Agency, Hollywood, has been appointed to the newly created position of director of public relations for Colgate-Palmolive-Peet Co., Jersey City. Mr. Keller will work with Hugh McKay, CPP director of advertising, in coordinating the company's radio, general, trade and institutional publicity. The company's nine network programs currently on the air are: *Ask-It-Basket, Cashmere Bouquet of Music, Strange As It Seems, Hilltop House, Myrt & Marge, Woman of Courage* and *Stepmother*, all on CBS; *Sportsreel of the Air* on NBC-Blue, and *Ellen Randolph* on NBC-Red.

KYW, Philadelphia, on Dec. 16 will discontinue all ASCAP music on its programs, according to a Nov. 14 order issued by James P. Begley, KYW program manager.

BEAUMONT'S
KFDM
NBC BLUE
FULL TIME—560 KC
1000 WATTS
CENTERED IN THE VERY HEART OF
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
REPRESENTED BY
HOWARD H. WILSON COMPANY

Hoag Appointed by Free To Los Angeles Office

JAMES L. FREE, president of Free & Peters, Chicago, has announced the appointment of Hal W. Hoag as manager of the Los Angeles office effective Dec. 1, replacing Haan J. Tyler, resigned. For nearly 2½ years Mr. Hoag has been associated with the Chicago office of the company. A graduate of Wisconsin U, he joined the advertising department of the *Chicago Tribune*, remaining for five years. He then became associated with Marshall Field & Co. in a merchandising capacity, later becoming an assistant buyer. He joined Free & Peters in the summer of 1938.

Mr. Hoag

Radford Succeeds Stovin

JACK RADFORD, manager of CBL and CBY, Toronto, and Ontario regional representative for the Canadian Broadcasting Corp. has been named supervisor of station relations, succeeding Horace N. Stovin, who has gone into the radio representation business [BROADCASTING, Oct. 15]. Radford's appointment is effective Nov. 15, and he will have his office at the CBC Toronto headquarters. Before coming to Toronto he was CBC regional representative for British Columbia and manager of CBR, Vancouver, and prior to that managed the former CBC station at Windsor, Ont. From Winnipeg D. Claringbull is going to Toronto to replace Radford, having held a similar position as regional CBC representative for the three prairie provinces. Jack Kannawin, Winnipeg, superintendent of western programs, becomes the new CBC prairie regional representative.

Furgason Quits Walker

GENE FURGASON, since November, 1939 a partner of Furgason & Walker Inc., station representative firm, has resigned. Wythe Walker has taken over all stock and becomes sole owner of the firm, which continues under the same name. Mr. Walker has announced the opening of three new offices: Kansas City, 1012 Baltimore, J. J. Farrell, manager, telephone Grand 0810; San Francisco, 681 Market St., Gordon Heater, manager, telephone Douglas 4475; Seattle, White-Henry-Stuart Bldg., Hal Pearce, manager, telephone Elliot 6662. Byron Smith is manager of the New York office, the post formerly held by Furgason.

Harry A. Macfayden

HARRY A. MACFAYDEN, an NBC production director in New York for the last eight years, on Nov. 11 died of pneumonia in the Flower-Fifth Avenue Hospital, New York. Formerly a tenor with the De Wolfe Hopper Co., Mr. Macfayden served as director and actor in the David Belasco, and was director of the Ohio Theatre in Cleveland for 11 years before joining NBC's production department.

Defense Groups Named as Board Studies Program

(*Continued from page 15*)

vide for continuing studies and for contact with other Government agencies and with the civil communication industry." Other committees may be named from time to time, it is provided, and changes or additions in existing committees or in the definitions of their respective functions may be authorized. In addition to their other functions, all of the committees named "should examine and consider existing and proposed precautions against interruptions of communication facilities within their purview, and should recommend any changes which might be considered necessary from the standpoint of national defense," the order states.

In defining the functions of the Coordinating Committee, the board said it will maintain liaison with the three major committees for advice and consultation "and will supervise the work of the other committees, which will report directly to it." In addition to Chairman Jett, the committee will comprise Francis C. deWolf, assistant chief of international communications of the State Department; Maj. W. T. Guest, Army Signal Corps; Comdr. Earl E. Stone, Naval Communications, and Comdr. J. F. Farley, chief of Coast Guard communications.

Other Functions

Members of the Law Committee, which will report directly to the board and maintain liaison with the Coordinating Committee only, are Chairman Taylor; Capt. J. W. Huyssoon, Judge Advocate General's Office, Army; Steven Spingarn, Treasury; Lieut. Comdr. Franz O. Willenbucher, Navy, and Raymund T. Yingling, State Department.

Functions of the Industry Advisory Committee will include submission of expert advice to the board on all problems of general concern to the communications companies incident to proper carrying out of the board's national defense mission. With national defense as the primary consideration, this committee will submit recommendations to the board on problems referred to it and will report directly to the board but will have liaison with the Coordinating Committee and the Labor Advisory Committee.

The labor unit functions were defined as identical with those of the Industry Advisory Committee, except that the matters referred to deal with "all labor problems incident to the proper carrying out of its (DCB) national defense mission."

THE DOUBLE-SOCK of powerful Denver news mediums—KOA and the *Denver Post*—combined for an election party Nov. 5. Unlike former years, when the famous newspaper was vigorously anti-radio, the two joined forces for the occasion. Before the microphone in the *Post's* editorial rooms (standing) are KOA's general manager, Lloyd E. Yoder, Gov. Ralph Carr of Colorado, and *Post* Publisher W. C. Shepard. Seated are KOA Program Director Clarence Moore and Production Manager Jack Lyman (with earphones). The *Post* played up the party for three days in advance with front page boxes, and KOA used spot announcements for several days.

In defining the functions of the Domestic Broadcasting Committee, the board was careful to limit the scope of its work to the study of "physical aspects", picking up the precise language used by the President in his Executive Order, lest there be injected censorship or program control elements. The text of this paragraph follows:

Study of Broadcasting

"The duties of this committee include the study of the physical aspects of domestic standard broadcasting and the formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under forseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high-frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration."

Invasion Measures

Literally, board members interpreted this provision as meaning that in event of actual invasion, various broadcast operations might be interrupted to prevent use of signals as "homing" beams. And if such an eventuality as military occupation of any area were necessary, then presumably the plans will encompass taking over all communications in that area. Every eventuality, it was explained, must be anticipated and the proposed Executive Orders will take all communications into account.

Nevertheless, it is emphasized over and over that nothing is in prospect to disturb the private commercial operation of broadcasting. There will be coordinated plans whereby wire-lines will be made available for special regional, sectional or national networks, but the plans do not contemplate commandeering of any broadcast operations, unless under actual state of seige.

Functions of the International Broadcast Committee differ from those of the domestic unit. The order specifies that duties of this committee will include study of all phases of international broadcasting and formulation of recommendations concerning precautions, supplementary facilities and reallocations as it shall deem desirable under forseeable military conditions. "With the requirements of national defense as the primary consideration," states the order, "it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency, giving due consideration to the needs of other Governmental agencies, of industry, and of other civilian activities."

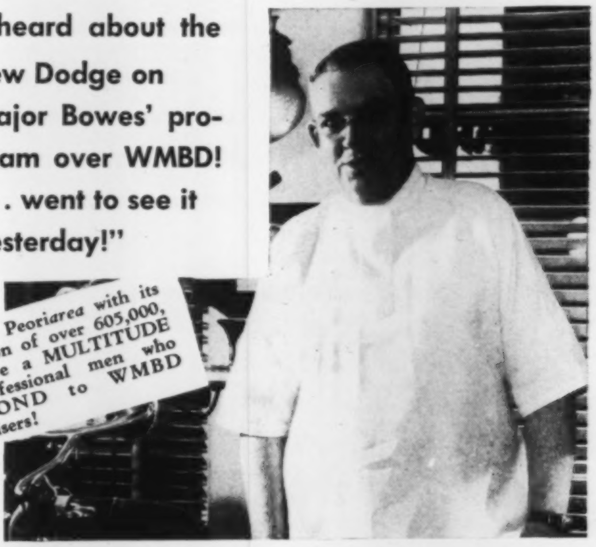
Functions of the other committees, in a general way, are defined in similar language.

Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
should make sure that his
schedule includes

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

"I heard about the new Dodge on Major Bowes' program over WMBD! . . . went to see it yesterday!"



In Peoriarea with its population of over 605,000, there are a MULTITUDE of professional men who RESPOND to WMBD advertisers!

Dentists, doctors, druggists, lawyers, ministers, teachers . . . ALL listen to WMBD, the ONLY radio station in Peoriarea that completely blankets and serves its concentrated population of over 605,000 potential buyers. With an annual income of over 80 million dollars, Peoriarea has an average of $491 per capita to spend every year . . . representing an almost 50-50 balance between industry and agriculture. What better spot could you ask for to test any radio sales campaign effectively?

FREE & PETERS, Inc.
Exclusive National Representatives

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER C B S NETWORK
WMBD
PEORIA, ILLINOIS

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.

Ears of Mice

ENGINEERS at the WBBM, Chicago, transmitter, located at Glenview, Ill., take the word of Joe Novy, assistant to Frank Falkner, chief engineer, literally. Recently when they complained that mice were making merry in and about some boxes of new equipment, Novy reminded them the hunting season was on. A few days later Novy received a small box. In it were six pairs of the rodent's ears. Also a request for the bounty.

Gearing for ASCAP-less Music

(Continued from page 13)

for a political program, but the studio audience is reported to have received the program enthusiastically.

The program's sponsor, American Tobacco Co., has recently adopted a BMI theme song for both the Kay Kyser and *Hit Parade* programs [BROADCASTING, Nov. 1], apparently contradicting reports that the latter would go off the air as soon as ASCAP music is no longer available. The *Hit Parade* formula of the ten most popular tunes of the week continues, but for several weeks the opening announcement has described the program's contents as the "ten top tunes available for radio."

Orchestras as well as sponsors are preparing for the Dec. 31 deadline, building repertoires of non-ASCAP music so they will be able to give affirmative answers to sponsors when they ask, "If I keep you on the air, have you anything to play?" Glenn Miller, leader of one of the most popular swing bands, currently sponsored three times weekly on CBS by Liggett & Myers Tobacco Co., has organized his own music publishing company, Mutual Music Society, as one means of insuring a usable supply of music.

Lunceford Signs

Jimmie Lunceford, who recently dropped his sustaining broadcasts on CBS with the explanation that he could not get enough numbers suited to his musical style to enable him to meet the network's non-ASCAP requirements, has assigned the performing rights of music published by his company, New Era Music Corp., to BMI. Contract also makes available 24 Lunceford recordings of this music and provides for 16 additional records to be made by him for BMI, beginning immediately.

In announcing the contract, Lunceford explained his position in the music controversy as follows:

"This contract ought to show what I think about BMI. The BMI way of dealing with writers is the best thing that has ever happened to American music. Some newspapers tried to make out that I was rooting for ASCAP. This is just not so. There is no publishing house in the country, except my own, which gives me one tune in a thousand that suits my style of playing. That is why I have my own house. My own music is going to BMI because BMI gives the fairest deal that I can get. No matter whether my band plays before a microphone for the next few months or not, my music will still be on the air through the records that I have made and the new ones that I'm going to make for BMI."

Other recent acquisitions by BMI give broadcasters the right to use the music of Alpha Music and Coast-to-Coast Music Corp. The Alpha catalog, made up of Latin-American music, makes more than 100 additional phonograph records available for broadcasting, including tangos and rhumbas as well as numerous waltzes. It is learned that negotiations are progressing satisfactorily for BMI's acquisition of another major catalog, although BMI executives refuse to discuss the matter until the deal is definitely set.

Going to Broadway for Broadway hit times, BMI has secured the publishing and radio rights to the Leonard Stillman production, "All in Fun", scheduled to open in New York during Christmas week, with Phil Baker and Bill Robinson as stars. BMI is also publishing the music of the Princeton Triangle Club show, "Many a Slip", which gets its premiere Nov. 15.

Support from without the industry has come to BMI from the American Hotel Assn., which has issued a plan to acquaint hotelmen with BMI. Plan was prepared by Harry P. Somerville, chairman of the AHA legislative committee, who suggests that secretaries of the State and regional associations act as clearing houses, supplying their members with BMI data. "I am not recommending to the AHA membership that they drop their ASCAP licenses at this time," Mr. Somerville stated, "I do, however, recommend that they use BMI music as much as possible and then each individual hotel can determine whether or not they can get along without ASCAP music."

Mailed with the plan to State secretaries of the AHA was a letter from Neville Miller, NAB president, which explains the music monopoly situation that led to BMI's formation. Letter also explains BMI's licensing policy for groups outside the broadcasting industry, as follows:

"It is but natural for your members to want to know what the cost of a BMI license will be, not only for the present but for the future. For the present, there will be no charge. As for the future, I wish to assure you that it is not our desire or intention to destroy ASCAP's monopoly so that we may set up a monopoly of our own.

"As stated above, we hope to create a competitive market, and if such is created competition will keep the price of music within reasonable bounds, not only for broadcasters but for all other users of music. When the time arrives that in the interest of and in justice to composers of our music it should become necessary to make a charge to the hotels for a BMI license, I can assure your members that the license fee will be on a fair and reasonable basis, and further, that if there is any dispute as to the cost, BMI will agree to submit the

WGN and MUTUAL
37 600
ILLINOIS 1940

IN MUTUAL Network's official colors, green and gold, these tags are given to Chicago auto owners. Here William A. McGuineas, WGN sales manager, attaches the 1,500th plate.

10 FOLD
INCREASE OF POWER
WIBG
PHILADELPHIA, PA.
NOW
1000 WATTS
970 K.C.
for further information
PAUL F. HARRON, Pres.
Perry Bldg. — Phila., Pa.

IT'S NO MYSTERY—
THIS GREAT SPURT IN
K·E·X POPULARITY

● To begin with there's that great new program schedule supplied to KEX by the NBC Blue network—and, as everybody in the business knows, it's a lulu. Put the magnifying glass on it—check it over from stem to stern—it's chock full of listener-getting features morning, afternoon and evening.

And KEX is doing a bang-up job locally, too. The station carries literally dozens of strong local-interest features. It is backed by the full strength and prestige of The Oregonian, "the great newspaper of the West." Can you imagine a more perfect set-up for the spot advertiser?

"SHERLOCK HOLMES"
KEX—Sundays, 5:30 to 6:00 p.m.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON
National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

WOL
WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL
RADIO SALES
WASH., D. C.

matter to a board of arbitration or to a mediator acceptable to those concerned."

As a part of the educational campaign for hotelmen, BMI sponsored an exhibit at the National Hotel Exposition held at Grand Central Palace, New York, Nov. 11-15. Literature describing BMI was distributed and recordings of BMI music played for interested visitors. BMI has also sent to radio editors throughout the country, who have been flooded with ASCAP propaganda, a *Factual Background of the Radio Music Controversy* which, in a single page of type, explains how ASCAP's refusal to sell its music to radio on a "per program" basis led to what ASCAP is now terming a "boycott" of its music. "If the public is deprived of any music," the statement concludes, "it will not be the fault of the broadcasters but the fault of a monopolistic combination which grew so powerful that it did not know when and where to stop."

Membership Rises

Boosting the membership roll to 414, the following stations have signed with BMI within the last two weeks: KFRU, Columbia, Mo.; WSAI, Cincinnati; WHKY, Hickory, N. C.; WBLJ, Dalton, Ga.; KYOS, Merced, Cal.; KVCV, Redding, Cal.; KHSL, Chico, Cal.; KMYC, Marysville, Cal.; WEW, St. Louis; WFOR, Hattiesburg, Miss.; KFDY, Brookings, S. D.; KROD, El Paso; WMRN, Marion, O.; KOWH, Omaha; WHB, Kansas City. As only ten stations have been announced by ASCAP as accepting its new contracts, this makes BMI's official plurality at this time exactly 404, although ASCAP explains that "a great many stations" have secretly signed with it but "through fear of industry reprisals" have not allowed the facts to be announced.

Five more bonus transcriptions were sent to BMI members Nov. 7, giving them 42 additional recorded titles. Eight of the ten sides were recorded by World Broadcasting System, consisting of 32 classical and folk numbers, all played by Victor Arden and Orchestra. The other record, from Standard Program Library, includes five folk songs on one side and five BMI tunes on the other, played by Alvino Rey, His Singing Guitar and Orchestra.

Another set of recordings, said to comprise one of the largest continuous recording jobs ever made on the West Coast, is a series of 24 16-inch transcriptions covering the afternoon and evening concerts staged by ASCAP at San Francisco's World's Fair last August. Asked what use ASCAP intended to make of the 1,200 pressings of the program that have already been made, an ASCAP spokesman stated that as the program constituted a cross-section of what ASCAP is, the records were wanted for "reference and for future use". Pressed for an explanation of what was meant by "future use", he replied that at present ASCAP music is still heard on the air but that the Society is "girding its loins" against the time when none of its music will be broadcast. No further statement was forthcoming.

BMI Recounts 'Squeeze Play'

To advertisers and agencies BMI has recently sent a handsome promotion piece headed *A Music Monopoly Is Reaching for Your Pocketbook*, which explains ASCAP's "squeeze play" and how it affects radio advertisers. Today, the brochure states: "Radio theme songs and signatures—made priceless at the expense of advertisers—are owned and controlled by a small clique having no interest in either broadcasting or the advertiser. Radio advertisers who do not use any music must nevertheless pay ASCAP for music. Radio advertisers must buy and pay for far more music than they will ever need or use. Radio advertisers who use only non-ASCAP music nevertheless pay ASCAP for music. Radio advertisers and radio broadcasting find themselves forced to perpetuate and strengthen a monopoly which demands more and more as it grows stronger; they are forced to contribute to an organization which benefits only a small group and by its own admission is not interested in the young, unsung and unplayed composer; they are forced to help suppress young, new American composers whose music can't be paid for because ASCAP demands all the money radio can afford for music."

Pointing out that now, beginning Jan. 1, 1941, ASCAP is demanding $4,000,000 a year more from radio, the brochure states that appeasement is no longer necessary, that BMI has been created "to break a monopoly and create an open market." Asking advertisers to start now playing non-ASCAP music, popularizing new signatures and theme songs and getting acquainted with other sources of music than ASCAP, BMI offers without charge to "submit a new theme song for your program; supply new arrangements of the best public domain music; develop new background music for your program; place at your disposal what is already one of the greatest catalogs of music in the world today—the BMI library; work with you on any musical problem of any kind."

ASCAP Luncheons

To present ASCAP's story that although "our door is always open," the broadcasters have made "no counter proposals" to ASCAP's new licensing terms and that consequently if there is no ASCAP music on the air after Dec. 31 the broadcasters, not ASCAP, will be at fault, General Manager Paine, of the Society, is holding a series of luncheon meetings with individual advertising agency executives. Meetings are also exploring numerous requests from advertisers and agencies for a plan which would permit them to buy their music directly from ASCAP, it was stated.

WHEN the well known radio forum, *America's Town Meeting of the Air*, returned Nov. 14 to NBC-Blue for its sixth year, a new program policy went into effect in response to popular demand. Three programs instead of one will be devoted to each general subject discussed in order to develop the central theme from three angles of approach. First subject is Foreign Affairs to be covered Nov. 14, 21 and 28. Six of the broadcasts will originate outside New York's Town Hall when the program goes on tour from Feb. 20 through March 27.

·· Now Operating Full Time ··
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas

ARK.
LA.
LONGVIEW

KFRO is the only regional station in East Texas serving 30 counties, 26 of which are located in East Texas — home of the world's largest oil field—4 in Western Louisiana and 2 in Arkansas.

Why not reach this vast empire of 1,000,000 people with your sales message? KFRO's competent merchandising staff will assist you.

For further information consult our National Representatives or James R. Curtis, Longview, Texas.

COVER *East Texas from the* CENTER

5TH BIG YEAR!

The entirely new version of the famous

"CHRISTMAS TREE"

is ready for your station!

- 25 cleverly written 30-minute scripts for one man production.
- May be used for single or participating sponsorships.
- Write immediately for sales brochures.
- Territorial rights going fast—smart stations ordering *now!*

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Star Radio Programs, Inc.
250 Park Ave. New York City

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FEATURE PROGRAMS
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New York

SIMPLER to Operate...
EASIER to Service!
FAIRCHILD
Precision Built Recorder

You helped us build this new Fairchild F-26-3 Recorder, because it was perfected on the firing line — in actual use by rough-and-ready engineers who demand that recorders both "take it" and "give it out." They KNOW that F-26-3 will deliver better recordings and stand up under tougher punishment!

Read these precision features; your guarantee of noise-free, trouble-free recording:

- *Amazing new cutterhead and network with a frequency response flat to 8,000 cycles (also available to fit Unit 199 and 220 Recorders, Model 2).*
- *New recording scale in minutes for all pitches and both OUT-IN and IN-OUT. Floating motor mount eliminates all vibration.*
- *Instantaneous variation of pitch and direction of cut eliminate expensive feed screws—a Fairchild exclusive.*
- *16" dynamically balanced turntable with direct synchronous drive assures split-second timing.*
- *Instant change from 78 to 33⅓ r.p.m.*

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard Jamaica L. I. N. Y.

Write for illustrated literature today

Studio Notes

WIBC, Indianapolis, through Manager C. A. McLaughlin, reports that work has already begun on its new 1 kw. plant, which the FCC has authorized to go to fulltime subject to conferences pertaining to daytime coverage which may require higher daytime power. The installation is expected to be completed within 60 days and the inaugural is tentatively set for Jan. 1, 1941.

ALWAYS active in the civic affairs of the community, the management of WMBD, Peoria, permitted Charles Caley, commercial manager, to assume the leadership in two local projects. As chairman of the commercial division of the 1940 Community Chest Drive, Mr. Caley's unit was one of two that exceeded their quota. As general chairman of the local YMCA drive, his group accounted for signing up 754 new members against a goal of 600.

DESIGNED for use by teachers and teachers' committees, Evaluation of School Broadcasts, Ohio State U, has published a new manual, *How to Judge a School Broadcast*, containing suggestions for appraising radio programs and recordings for classroom use. Produced through cooperation with the Federal Radio Education Committee and the U. S. Office of Education, the manual was written by Seerley Reid and Norman Woelfel.

SO THAT Cuban children may listen to the daily CBS *School of the Air* programs, broadcast in Spanish on all Cuban stations, Dr. Juan J. Remos, minister of education of Cuba, plans to install radios in every public and high school in the country. CBS also reports that a station in Montevideo, Uruguay, plans a program patterned after CBS *People's Platform* as an educational series.

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE
LITHUANIAN
HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

• • •

for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
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AS FOURTH in a series of reports on educational radio methods, the Federal Radio Education Committee has issued a booklet titled *Local Cooperative Broadcasting*, written by Leonard Power. The report covers material gathered from some 500 stations as well as from interviews with over 100 station managers. A foreword is presented by John W. Studebaker, U. S. Commissioner of Education and chairman of the committee. Other reports are titled *Forums on the Air, Local Station Policies* and *College Radio Workshops*.

TO INFORM the U. S. Antarctic Expedition in Little America and other foreign listeners of election results, General Electric's shortwave stations operated until 4 a.m., Nov. 6. WGEO, Schenectady, was beamed on Europe, with bulletins in English; WGEA, Schenectady, beamed on South America and the Antarctic, with bulletins in Spanish and Portuguese; KGEI, San Francisco, broadcast first to Latin America and later to the Orient.

SALES CONTEST with an open account as the prize, conducted during October by WCAE, Pittsburgh, brought in 23 contracts in 21 days for the station, including 19 new accounts and four renewals. The four-man contest was won by Tom Tomb, who landed seven new contracts and a renewal. Competition was based on two points for a new contract, one for a renewal and one for each $100 dollars worth of business.

WNEW, New York, for the fourth consecutive year will broadcast exclusively the benefit concert to be held Nov. 18 by Local 802 of the AFM at Manhattan Center, New York. Martin Block, m.c. of WNEW's *Make Believe Ballroom*, will be in charge of the program from 10 p.m. through 6 a.m., during which 14 popular orchestras have already signed to play. Proceeds go to a fund providing medical care for needy musicians and their families.

PAUL KANE, of the sales staff at WIP, Philadelphia, is organizing a basketball team composed entirely of staff members and hopes to organize a league among stations in the area. Leonard Bunkin, of the sales staff, is manager.

PENNSYLVANIA Model Builders Assn. has taken over Ira Walsh's *Hobby in Sports* program on WPEN, Philadelphia, to serve as nucleus for organization of "The Air Scouts of America" to interest American youth in aeronautics.

STAN LEE BROZA, program director at WCAU, Philadelphia, is building a *WCAU Revue* for personal appearances in theatres. The unit will be built around Joey Kearns, station musical director, and use six acts featured on the station. A similar WCAU unit toured successfully several years ago when Jan Savitt directed the studio band.

WSOY
DECATUR ILLINOIS
SEARS AND AYER, Rep.
For a large chunk of ILLINOIS
Center of America's new big money crop—Soy Beans—which brings $32,000,000 annually. All crops total over $200,000,000. Try WSOY.
250 WATTS · 1310 · FULL TIME ·

STATION executives of WFIL, Philadelphia, and their ladies attended the first of a series of social events designed to promote employer-employe relationships. Among those present were (left side, reading upward) Arnold Nygren, chief engineer; Mrs. Surrick, and John E. Surrick, sales director; Fred Dodge, assistant to general manager; Mrs. James Allan, wife of the program director; (right side, reading from lower corner), Samuel R. Rosenbaum, president; Mrs. Clipp, and Roger W. Clipp, general manager; Mrs. Caskey, and William E. Caskey, promotion director (partly concealed). Beyond camera range were Mrs. Rosenbaum, Mr. Allan and Mrs. Dodge.

WSB, Atlanta, has named 13 additional singers and musicians, including former network artists, to its staff. Glenn Hughes, former star of NBC's *Plantation Party*, has been named production head of the shows. The group includes Dwight Butcher, Hank Penny, Harpo Kidwell, Marvin Taylor, Doug Spivey, Lewis DuMont, Boudleux Bryant, Warren Sykes and the four Cumberland Valley Girls.

WKY, Oklahoma City, on Nov. 9 started a new Saturday symphony hour presenting the U of Oklahoma Symphony Orchestra. The concerts are previews of public concerts given three days after each broadcast. A guest soloist is featured on each concert.

TO MARK the opening of new 1,000-watt Northern Electric transmitter and new studios at CHSJ, St. John, N. B., on Oct. 29, 1940, the *St. John Telegraph-Journal* and *Evening Times-Globe*, owner of the station, issued a 12-page radio section with the regular edition of both morning and evening editions.

FRITZ MAHLER, former conductor of the Copenhagen Symphony Orchestra, and guest conductor of various orchestras in America for the past six years, has been appointed director of the classical music department of the NYA Radio Workshop and conductor of the NYA Symphony Orchestra, heard Sundays on WNYC, New York municipal station.

WIP, Philadelphia, will broadcast the annual Kiddies Parade sponsored by Gimbel Bros. department store, on Thanksgiving morning. This seasonal event, devoted entirely for the entertainment of children in the Philadelphia area, is arranged by Uncle Wip (Wayne Cody), who handles WIP kiddie shows for the store.

EDWARD WEEKS, editor of *Atlantic Monthly*, on Nov. 12 resumed his weekly half-hour *Meet Edward Weeks* program on the NBC-Blue network. During his weekly series Mr. Weeks will carry on chats with and about authors.

BEFORE departing for Schenectady to confer with General Electric officials, Buck Harris, manager of KGEI, GE shortwave transmitter on Treasure Island, stated that plans are under way for construction of San Francisco studios for the station. The shortwave transmitter will be moved from Treasure Island to Belmont, 20 miles south of San Francisco.

KTAR, Phoenix, key station of Arizona Broadcasting Co., recently subscribed to International News Service, supplementing its United Press wire. Other ABC stations taking the additional service are KVOA, Tucson; KYUM, Yuma, and KGLU, Safford.

RADIO and motion picture industries will again cooperate in a Hollywood-Christmas-from-the-Heart broadcast to Great Britain. The three networks, CBS, NBC and Mutual, will be utilized and the show, scheduled for Dec. 22, will have everything Hollywood can offer in the way of top entertainment. Arch Oboler will be in charge of production.

KFDA, Amarillo, on Nov. 1 carried a 3½-hour broadcast from the visiting Cole Bros. Circus, under sponsorship of the local Packard and Willys automobile distributor. The comprehensive special event program started with a general description of sideshow attractions and interviews with entertainers, and continued with an act-by-act description of events in the three rings of the big top, along with interviews with all the main performers.

WKAT, Miami Beach, Fla., on Oct. 23 started operating with its new 1,000-watt power and a frequency shift from 1500 kc. to 1330 kc. Baron de Hirsch-Meyer, Miami Beach councilman, threw the switch putting the station on the air with its new facilities. WKAT is an NBC-Blue outlet.

WMAQ, Chicago, on Nov. 18 increases its broadcasting day by opening the station a half-hour earlier at 6:15 a.m., when a new farm service program entitled *Agricultural News & Views* will be inaugurated. Everett Mitchell, NBC *Farm & Home Hour* announcer, will bring rural listeners early morning weather, crop and livestock reports along with news. Mitchell also will be m.c. on the *Morning Jubilee* featuring transcribed music, time, temperature and weather reports from 6:30-6:45 a.m.

TWICE weekly North Carolina U's extension department will be heard on WBIG, Greensboro, N. C., with a series of musical, lecture and book review programs. A similar series was offered last year. Dr. Ralph W. McDonald is in charge.

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RADIO WORKSHOP of Birmingham-Southern College, under direction of Stuart Mims, of WAPI, Birmingham, has announced plans to produce three series of programs during the fall and winter—*The South Today*, a forum featuring professors and students discussing Southern economic and cultural problems; a musical series produced by the college chorus and instrumentalists; a dramatic series, *You Be the Judge*, dramatizing the work of the juvenile court and court of domestic relations.

WIZE, new NBC outlet in Springfield, O., cooperated with the Vogue Shop, local man's store, in setting up a window to give residents minute-by-minute returns on the drawings in the recent selective service lottery. The show window included a bulletin board with names of all local registrants, and numbers were posted immediately as reported by INS. Larry Gordon and Dick Hunt handled the performance.

WJSV, Washington, on Nov. 9 started a new series of Saturday afternoon half-hours, *Heroes of Democracy*, presented under auspices of the new Radio Committee for the Public Schools of the District of Columbia. Local college and high school groups handle the dramatizations.

WGTC, Greenville, N. C., late in October carried a remote pickup from Washington, N. C., broadcasting the ceremonies at a civic celebration honoring former Rep. Lindsay C. Warren, new U. S. Comptroller General. Handling descriptions of the celebration and interviews with visiting notables were Announcer Charles Whedbee and Engineer William Arrington.

WJBK, Detroit, has varied the ordinary Saturday afternoon fare of football broadcasts by starting its new 3-5 p.m. musical feature, *Saturday Matinee*, slanted to non-sports-minded listeners. The program is being sponsored through the football season by the local Good Housekeeping Shops.

SYD BROWN, Canadian Broadcasting Corp. announcer of *The Northern Messenger*, winter weekly service of letters to Canada's Arctic whites, received an Arctic fox pelt from Corp. R. W. Hamilton of the Royal Canadian Mounted Police at Craig Harbour, Ellesmere Island, world's most northerly police post, when Canada's annual supply ship returned from its eastern Arctic trip in October. Corp. Hamilton sent Brown the pelt for the many messages Brown read out to him from friends and relatives in Canada.

CHSJ, St. John, N. B., inaugurated its new 1,000-watt transmitter and new studios Oct. 29, with a program carried over the CBC network. Among those present were the CBC station relations chief, H. N. Stovin, and Joseph H. McGillvra of New York, with Bill Wright and L. Mickles of the Toronto and Montreal offices.

TO ACQUAINT radio editors and educators with the educational programs presented by MBS, the network is releasing a monthly *Educational Bulletin*, first of which covers November. Included in the first five-page bulletin is the announcement that Mutual is presenting an exclusive series of concerts by the Philadelphia Orchestra and a series of five weekly performances by the Chicago Opera Co., under the direction of Henry Weber. The *Bulletin* also lists the educational programs for each weekday and Sundays throughout November.

TOM BROOKS, radio editor of the *New York Journal-American*, and news commentator on WNEW, New York, together with the station, has received papal blessings from Pope Pius XII for "interest in the propagation of the faith" in broadcasting religious services. The blessings and a scroll were bestowed on WNEW and Mr. Brooks for two seasons of exclusive coverage of Lenten Services at the Church of St. Vincent Ferrer, New York.

THIS QUARTET of farm-minded gents gathered around microphones of WSB, Atlanta, when the station recently aired a half-hour pickup on the *National Farm & Home Hour* from the Southeastern World's Fair in Atlanta. They are (l to r) Bill Prance, WSB farm director; Bill Drips, NBC farm director; Mike Benton, president of the Southeastern Fair; Roy McMillan, WSB program director, who announced the show.

NEW REGULATIONS for the conduct of contests over Canadian Broadcasting Corp. stations, networks and subsidiary hookups, have been announced by the CBC station relations departments to all Canadian station managers and advertising agencies. The new regulations are changes in procedure for permission for such contests in accordance with policy laid down by the CBC board of governors

LESS THAN three minutes after the judges at the National Corn Husking contest near Davenport, Ia., had reached a decision, NBC-Blue network had the winner, Irving Bauman, on the air Oct. 30. Everett Mitchell, NBC announcer, interviewed the winner as he stepped from the judges' tent. A pack transmitter and the NBC Mobile Unit were used. In addition the *National Farm and Home Hour*, for the 12th consecutive year, carried an ear-by-ear description of the contest itself.

CKGB, Timmins, Ont., recently installed a theatre-type marquee on its new studio building. The neon-lighted marquee provides space for daily big-letter listing of the standout national network program of each evening.

WCAR, Pontiac, Mich., estimates that 200,000 persons visited its log cabin broadcasting booth during the 10 days of the Michigan State Fair. The two-room cabin housed a control room and studio, and during the fair WCAR broadcast from 17 pickup points as frequently as 16 times daily.

SELMA KING in charge of program listings for WOR, Newark, celebrated her 10th anniversary with the station during the last week in October. She started as secretary to Producer Roger Bower and has worked all shifts in the WOR program department since.

Akron's only NBC Outlet

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BASIC

REPRESENTED BY INTERNATIONAL RADIO SALES

N·B·C BLUE

1000 WATTS DAY & NIGHT

CBS Seeking KQV

(*Continued from page 11*)

would become effective upon the expiration of the KSFO contract Jan. 1, 1942, unless an understanding is reached before that time, anticipating FCC approval. Because NBC now owns and operates KPO, 50,000-watt Red outlet, and manages KGO, General Electric-owned, 7,500-watt outlet, CBS has been anxious to procure a high-powered station in the San Francisco area. KGO also is slated for 50,000-watt operation.

The present CBS studios in the Palace Hotel are used by KSFO under the existing affiliation arrangement. Because ownership is vested in CBS, however, the new KQW deal contemplates use of these studios for the projected operation. KQW now operates on 1010 kc., which, under the Havana Treaty, becomes an exclusive Canadian channel. The KQW-CBS application was filed with the FCC by Elmer Pratt, attorney, for the Brunton stations. Former Commissioner E. O. Sykes represents KSFO in its application for the 740 kc. assignment, proposing that KQW take over the present KSFO regional facility on 560 kc. These applications are slated for hearing prior to the March 29 reallocation.

FIRST club application card to be broadcast via facsimile transmitter was sent out recently by WOR, Newark, for lookers who want to join Stan Coe and John Gambling's WOR Model Airplane Club.

First Viewings

FIRST glimpses of television were had by 1,400,000 persons at the RCA exhibits at the New York World's Fair and the Golden Gate International Exposition during the 1940 sessions, according to statistics announced by RCA. In addition, thousands of others witnessed the first demonstrations of two-way amateur television communications between the Communications Bldg. at the New York World's Fair and a Manhattan skyscraper. Both outdoor and indoor pickups were demonstrated at each fair, with an average of 50 shows daily throughout the season.

ONLY 33 MORE SHOPPING DAYS TO XMAS!

Call your Katz representative today to tap the sales of the growing Cincinnati market.

Buy WKRC, the natural station for national spot sales.

AUDIENCE INCREASE 2,250,000

Commencing this Fall, WLAW, Lawrence, Mass., will offer 5000 watts and full time, operating on 680 kilocycles. WLAW will serve a listening audience of more than 3,000,000 people within its 0.5 m.v. contour—a gain of 2,250,000 over WLAW's former 1000 watts—part time.

Affiliate of Columbia Broadcasting System—excellent merchandising and sales promotion department—WLAW and Lawrence Eagle-Tribune are under joint ownership.

WLAW

LAWRENCE, MASS.

COLUMBIA CBS AFFILIATE NAB C.P. 5,000 WATTS FULL TIME

WCCO Engineers Snowbound

A NEARBY resident came to the rescue of two WCCO engineers snowbound in mid-November during a severe storm. The engineers were George Jacobson and Alfred Lennon. Announcement on the air that they were cold and hungry brought a supply of coffee, food and clothing.

Allen Kander & Company, Inc.

* * *

Negotiators

for the purchase and sale of broadcasting stations

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New York, 150 Broadway
Cortlandt 7-2816

Washington,
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National 8796

Radio Editors Organize National Award Group

RADIO EDITORS of America, an association representing many radio editors, has been formed at 509 Madison Ave., New York, as a result of the meeting last Aug. 25 of eight radio editors to discuss plans for annual radio awards [BROADCASTING, Oct. 1].

Initiated by Philco Distributors, New York, the idea of "Philco Radio Awards" met with such favorable response from the editors contacted that the group is now organized to carry out its purposes, originally listed as follows: To administer the awards; to get more radio news in newspapers; to set up a free employment service for placing writers on newspapers; to publish a radio news bulletin, and to facilitate radio editor-industry relations. Corresponding secretary of the association's New York headquarters is Dinty Doyle, former radio editor of the *New York Journal American*. Telephone is Plaza 8-2278.

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Canadian Markets
USE
SMILIN' ED McCONNELL
in "HYMN TIME"

Transcriptions of this successful Program are now in Canada, duty paid.

—Exclusive Distributors—

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360 N. Michigan Avenue, Chicago

Women's Radio Group Plans Annual Meeting

WOMEN'S National Radio Committee, New York, on Nov. 18 will hold its annual membership meeting at Steinway Hall, New York, to elect its officers for the coming year and to hear reports of the past year's activiites from its various committees. Plans also will be announced for the surveys to be conducted by the WNRC during 1941.

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EXACT MEASUREMENTS
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Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Combination Engineer - Announcer — send personal recording and complete details to WDLP, Panama City, Florida.

Announcers, Writers, Salesmen, Operators, Directors—investigate our placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Engineer—experienced in all phases broadcasting for local station in East. State qualifications fully and salary expected. Box 38, BROADCASTING.

Announcer-Licensed Operator—for combination job. Give age, experience, references and starting salary expected. WAML, Laurel, Mississippi.

Announcer—with license for Southern local station in city of 20,000. Give full details in first letter. Address Box 49, BROADCASTING.

Radio Personnel—cash in on your ability! Enjoy prestige, profit of better position. Confidential Intermediary promotes you. Present position, identity protected. Nationwide service. Personal Promotion Service, 3 Crandall Street, Binghamton, N. Y.

Experienced Salesman—good sales record, executive ability, southerner. Must be able stand investigation, and able to come for interview. Position with local station under construction in large southern market. Possibility of rapid advancement for real producer. Salary and commission. Box 45, BROADCASTING.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Sales Manager—opportunity to cash in on the profits of a local full time Broadcasting Station is offered to a man with plenty of initiative and aggressiveness. Non-resident owner is willing to share profits with.the man who can do the sales job. Programming, Office Management and other departments well taken care of. Proposition will require that applicant take this job without any draw and based entirely upon his ability to earn profits. Owner and Station will bear the most searching investigation and applicant must be able to stand the same type of investigation. Station making profit now. Overhead leveled off so man who knows the Broadcast business will be able to fairly judge the profit prospects. In reply give fullest details of business experience. Send Photo. Box 52, BROADCASTING.

Situations Wanted

YOUNG ANNOUNCER—wants job with small station. Go anywhere. Box 50, BROADCASTING.

CHIEF ENGINEER — thoroughly experienced, well educated, and the best of references. Employed. Desire change. Box 47, BROADCASTING.

Situations Wanted (Continued)

Experienced Announcer - Copywriter - Salesman—will invest services plus capital, if necessary, in good station. Box 44, BROADCASTING.

Engineer—(First Class Phone) experienced in transmitter operation and handling of remotes. Employed but desires a change. Single. Box 48, BROADCASTING.

Chief Announcer—employed in small station seeks advancement. Well trained. Emcee and sports. Reasonable salary. No dependents. Box 51, BROADCASTING.

Production-Programming-Continuity—eight years' experience includes NBC and CBS metropolitan and rural stations; 24 years old (not subject to draft call). Box 46, BROADCASTING.

Station Manager or Commercial Manager—thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box 53, BROADCASTING.

Announcer—capable and creative, desires position. Successful metropolitan experience, commentator, continuity, ad lib. Excellent selling voice. Prefers West. Box 39, BROADCASTING.

Chief Engineer—of small station wishes engineering or operator-announcer position with chances for advancement. Information or transcription on request. Box 43, BROADCASTING.

Script, Continuity, Copywriter—experienced program directing. Handle all around radio production. News analysis. Young. References. Scripts, original programs available. Box 40, BROADCASTING.

Copywriter-Newscaster-Salesman — young, experienced, ambitious. Considerable radio and newspaper background. Knows sales presentation as well as program production. Excellent references. Box 41, BROADCASTING.

Commercial Manager—young man under 40 with 11 years radio experience in national spot and network desires to obtain position as commercial manager of well established station in midwest or western manager of well established station representation organization. References supplied. Box 54, BROADCASTING.

Wanted to Buy

250 Watt Transmitter—give full information and best price. Box 55, BROADCASTING.

For Sale

1000 Watt, High Fidelity, Western Electric 353-B1 Transmitter—complete with tubes. Includes 12-B transmitter and 71-A 1000 watt amplifier, uses 279-A air cooled tubes in final. Now operating and in perfect condition. Price new $11,500.00. Selling because of increase in power. Available in few months. A bargain. For complete details write KELA, Centralia, Washington.

Storer Names McIntosh As Technical Supervisor

APPOINTMENT of Frank McIntosh, sales manager for Graybar-Western Electric in San Francisco, as technical executive of Fort Industry Co., operating stations in Ohio, West Virginia and Georgia, was announced Nov. 14 by George B. Storer, Fort Industry president. Mr. McIntosh, a well-known figure in broadcast engineering circles, will serve as assistant to Mr. Storer and J. Harold Ryan, Fort Industry vice-president. He probably will headquarter in Toledo.

Mr. McIntosh originally built WOW in Omaha, his home town. He is a graduate of Massachusetts Institute of Technology and before joining Graybar was an engineer at Bell Laboratories. Mr. McIntosh will devote his primary attentions to technical supervision of WSPD, Toledo; WWVA, Wheeling; WMMN, Fairmont; WLOK, Lima; WHIZ, Zanesville, and WAGA, Atlanta.

Bundles for Britain

BUNDLES FOR BRITAIN, with headquarters in New York, as an appeal for surgical equipment to send to England, is using a series of five-minute transcriptions prepared by the WHN (New York) Transcription Service and featuring the Hollywood stars, Ronald Colman, Herbert Marshall and Charles Boyer. Series will start this month on stations in the New York metropolitan area. Already broadcast via transcription on a large list of stations throughout the country are a quarter-hour talk for the campaign by Mrs. Franklin D. Roosevelt and a half-hour speech, titled "Sound of History," with Elmer Davis, CBS news commentator, as announcer.

Lyric Contest

ASSOCIATED Recorded Program Service, New York, has announced a contest for employes of stations subscribing to its transcription library, the winner to receive $100 cash. Contestants must write original lyrics to two melodies by Leo Ascher, European composer now in America. Publication of winning lyrics is guaranteed, the winner or two winners to receive 1½c royalty on each copy of sheet music sold and 25% of net income from the sales of commercial phonograph records. Judges for the contest, which closes Dec. 7, are D'Artega, composer - arranger, Buddy Clark, radio singing star, and Sid Weiss, New York columnist.

LATE *Personal* NOTES

ANNE DIRECTOR, time buyer of Raymond Spector & Co., New York, has resigned, announcing no further plans at this time. She was formerly radio time buyer in the San Francisco office of J. Walter Thompson Co.

MAURICE BENT, vice-president of Blackett-Sample-Hummert, Chicago, has been transferred to the agency's New York office as an executive vice-president to handle production activities.

CATHERINE WHITAKER, in charge of remote sustaining broadcasts in NBC's program department in New York, has resigned, effective Nov. 15. Succeeding in the position is Helen Shervey, formerly in the network's Chicago program department. Miss Whitaker, who had been with NBC for more than ten years, has announced no future plans.

EDWARD MICHAEL, formerly of WCAR, Pontiac, Mich., and Verle Thomson, of NBC, Chicago, have joined the announcing staff of WXYZ, Detroit. They succeed Douglas Edwards, who returned to WSB, Atlanta, and Fielden Farrington, now with CBS in New York. James Fletcher, of the WXYZ sound department, is the father of a boy born early in November.

HUGH M. ASPINWALL, well known as a radio writer, producer and entertainer, has been named production manager of farm programs of KGKO, Fort Worth. In addition to his KGKO duties, Aspinwall will continue to produce and appear on *Checkerboard Time*, transcribed show sponsored thrice-weekly on 60 stations by Ralston Purina Co., St. Louis.

AL NEWMAN, radio editor of *Newsweek* Magazine, has been transferred to the sports department, replacing the late Paul J. Fitzgerald. Allan Finn, who has been in the nation department of *Newsweek*, and was formerly with the *Literary Digest*, succeeds Mr. Newman as radio editor.

WALTER BRESTER, engineer of WJSV, Washington, is the father of a baby girl born in mid-November, his first child. Earl Heatwood, also a WJSV engineer, is the father of a 9-pound boy.

WAYNE ANDERS, former announcer-writer, has joined the commercial department of WDGY, Minneapolis.

ALLEN M. WHITLOCK, formerly of Benton & Bowles, New York, has joined Marschalk & Pratt, New York, as account executive.

STANLEY QUINN of the script-writing and radio production department of J. Walter Thompson Co., New York, has been transferred to the agency's branch office in Australia as radio director, replacing Phil Mygatt, who is returning to New York to take over Mr. Quinn's position. Mr. Quinn on Nov. 30 will marry Roberta Stockton of Princeton, N. J., leaving for Australia several days later with his wife.

DICK DORRANCE, head of the information office maintained by FM Broadcasters Inc. in New York, will be married Nov. 16 to Miss Marjorie Wooster of Flushing, L. I. They plan flying to the West Indies for a ten-day honeymoon.

DON BENNETT, formerly of WNBF, Binghamton, N. Y., has joined KYW, Philadelphia, as production chief, succeeding Al Watton, resigned.

FRED WOOD, formerly of WIP, Philadelphia, has joined WSNJ, Bridgeton, N. J., where he handles the new *Strictly Off the Record* program.

WILLIAM F. CARLEY, sales promotion and publicity head of WBT, Charlotte, is convalescing after a siege of pneumonia.

FEATURED byline stories by Wythe Williams are appearing in three current popular magazines. *Look* magazine Nov. 19 has an inside story by the ex-foreign correspondent titled "Hitler and Stalin in 1941"; *Liberty* for Nov. 16 has a piece titled "Why Hitler Watched Our Election", and the current *Radio and Screen Guide* features "My Sources."

WLS, Chicago, late in October honored the 900,000th visitor to the *National Barn Dance* at the Eighth Street Theater. The 900,000th guest received a console radio and was introduced to the air audience by Harold Safford, program director. Cashing in on recent popularity of political campaign buttons, WLS handed out red-white-and-blue pins with 900,000th blurb printed on each to all *Barn Dance* visitors the same night.

L. & H. STERN Co., Brooklyn, on Nov. 10 started a test campaign for Zeus cigarette-filter holders on WOR, Newark, using the Sunday, 10-10:05 p.m., program of UP news by George Brooks. According to Al Paul Lefton Co., New York, the agency, the campaign will be enlarged if the test proves successful.

NETS AND WRITERS STUDY CONTRACTS

NEGOTIATIONS to set up a standard contract for radio writers have been opened between the Radio Writers Guild in New York and representatives from NBC, CBS and WOR, Newark. Several preliminary meetings have been held and others are scheduled for later this month, during which it is expected an amicable settlement can be reached between broadcasters and RWG on the terms of contract.

Representatives for the broadcasters are Mark Woods, NBC vice-president; Julius F. Seebach, WOR vice-president and program director; from CBS, Douglas Coulter, assistant director of broadcasts, Max Wylie, director of the script division, and Howard L. Housman, of the legal department.

Members of the eastern division of RWG met Nov. 12 at Midston House, New York, for their annual election of officers. Forrest Barnes was named president and Katharine Seymour vice-president of the eastern region. Five new Eastern council members and alternates were elected.

DILL DEFEATED

WITH only preponderantly Seattle Republican absentees remaining to be counted, Mayor Langlie of Seattle took a lead of 4,593 votes over former U. S. Senator Dill in the close race for the governorship of the State of Washington. On Nov. 15 it was practically certain that Dill had been defeated. [See earlier story on page 30.]

The Pioneer Voice of Kansas

KFBI
WICHITA

5000 WATTS
1050 Kc.
Kay Pyle
General Mgr.

$293 REWARD: TO ONE TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to *stop them!*

WIRE COLLECT:

For information about free telegraph-file analysis —wire collect: A. A. Kramer, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

5000 RADIOMEN can't be wrong!

CREI Graduates, As A Group Are The HIGHEST PAID in the Industry!

CREI Advanced Practical Engineering Training Qualifies Professional Radiomen for the Better Jobs That Exist in Every Branch of the Industry.

• We are not interested in bringing "beginners" into the industry but WE ARE interested in helping professional radiomen to advance to better paying jobs. 5,000 students and graduates prove we are doing it—surveys show that CREI men as a group, are the HIGHEST PAID! New opportunities for trained men are being created constantly. Now is the time for you to advance yourself with advanced practical training.

If you are a professional radioman and want to make more money—let us prove to you we have something that'll help you qualify for job opportunities that can be yours. To help us intelligently answer your inquiry, please state briefly your education, radio experience and present position.

→ CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-11, 3224-16th St., N.W. Wash., D. C.

KFBB

Great Falls

For **B**igger **B**usiness in *Montana* *5,000 Watts*

A C.B.S. Affiliate

Recently a well known National Advertiser * ran an offer on 31 stations west of the Mississippi. In cost per inquiry KFBB ranked 8th, costing less than three 50,000 watters; two 10,000 watters and eight 5,000 watters.

KFBB's cost was .36 as compared to .82, the average of the 31 stations, and .654, the average of the other 6 Montana stations.

KFBB offers exclusive daytime coverage in 30% of State's radio homes at 19% of State's radio cost.

* Name on request.

Represented by
WEED & CO.
and on West Coast by
WALTER BIDDICK

Would Separate Nets and Discs

(Continued from page 16)

tion in the transcription field; by frowning on advertisers using the transcriptions of independent companies, "forcing artists to record only for network operated transcription firms," penalizing stations using an independent company's product; refusing permission to independent companies to record off network lines, furnishing free or at low cost for broadcasting purposes phonograph records ordinarily sold for home use; refusing to use transcriptions on network programs; or exercising options on station time to take transcribed programs off the air at desired hours.

"Until there is effective competition between the networks and independent transcription companies, NBC and CBS will continue to have dominant power over radio in the United States because of the great importance of their good-will to advertisers, artists and local radio stations," the AMP brief declared. To insure "effective competition", the brief urged, definite prohibitions should be set up against stations' giving networks blanket options on time, obtaining transcriptions from companies controlled by the networks, entering into contracts permitting the networks to drop a station from the network without cause, and receiving a sustaining program from the network in payment for station time, while networks would be prohibited from engaging directly or indirectly in the business of acting as a talent agent.

Disc Network

WBS in its brief declared that organization of its transcription network was an effective cause of two direct benefits to advertisers and the public: "The networks liberalized their practice of requiring advertisers to select stations in groups, and began to return to advertisers some of the discounts they had been receiving for large scale purchases of station time." However, "under current conditions and practices" the creation of such a transcription network is impossible, WBS commented.

Going briefly into the ASCAP-BMI situation, the WBS brief declared the company is not concerned with the merits of any such dispute. "It is concerned, however, with any situation which may lead to an extension of the networks' monopoly over radio broadcasting," the brief continued. "The networks hold a practical monopoly over talent. The networks are so powerfully situated with respect to transcriptions as to be able to freeze all independent companies out of the field. If it should eventuate that practical domination and control over popular music copyrights will reside in the networks, they will have completed their predominance and control over all broadcasting, whether it be through live broadcasts, transcriptions or records."

"The removal of the networks from the transcription business would afford a measure of relief, but would not be entirely sufficient," the WBS brief concluded. "The difficulty stems in large part from the networks' virtually monopolistic control over station time. If the networks ceased to engage in the transcription business, but continued to control station time, the conditions would still exist whereby the use of transcriptions could be restrained. This is so because the transcription companies would be unable to assure advertisers of the availability of time, whereas the networks would operate under no such handicap.

"The solution of the problem then must lie, in part at least, along the path of regulating network control over station time. This can be accomplished by freeing the stations from the time preemption feature of their contracts with the networks, so that if a transcription broadcast were arranged with a station, it could not be shifted at the mere whim of the controlling network."

HERMAN MAXWELL, salesman of WOR, Newark, received a bonus check from the station in appreciation of his work during the recent political campaign, during which he placed $59,000 worth of talks and received not a single complaint.

CELEBRATING the 15th anniversary of the *WGY Farm Forum*, pioneer General Electric program on WGY, Schenectady, radio bigwigs and some 7,000 other persons on Nov. 1 paid their way to the birthday program by bringing about five tons of food, mostly potatoes and apples, to be donated to State charities. Among prominent personalities participating in the special program were Edward A. O'Neal, president of the American Farm Bureau Federation; Charles E. Wilson, GE president; Wheeler McMillen, editor of *Farm Journal* and *Farmer's Wife;* Niles Trammell, NBC president; Frank E. Mullen, NBC vice-president; Dr. Hugh T. Baker, president of Massachusetts State College; Jared Van Wagenen Jr., Lawyersville, N. Y.; Ed W. Mitchell, WGY. The program for visitors included demonstrations of television, FM and the latest farm electrical equipment. Chatting earnestly during the proceedings were (l to r) William E. Drips, NBC director of agriculture; Emerson Markham, in charge of GE agricultural broadcasting; Merrill Phillips, of the GE agricultural staff.

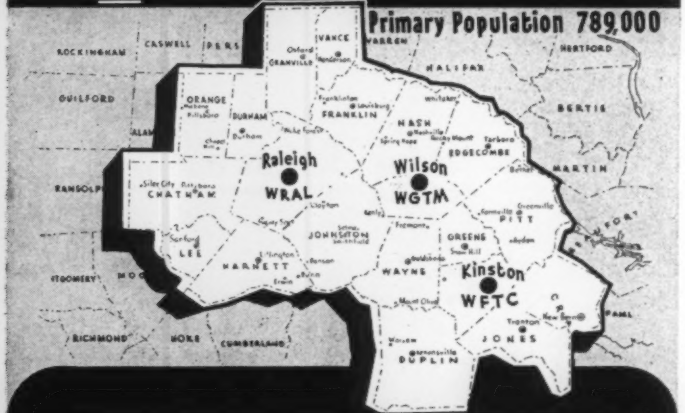
NAB Gets Information On Long-time Recording For Shortwave Stations

SPURRED by operators' demands for the equipment, growing out of the FCC's new Rule 4.43 (f) requiring reference recording of all international shortwave broadcasts [BROADCASTING, Nov. 1], the NAB has collected comprehensive data on "long-time record purpose" recorders under direction of Lynne C. Smeby, NAB director of engineering. Although this equipment is of immediate interest primarily to international station operators, the NAB announces the information is available to regular broadcast operators as well.

The NAB list includes four manufacturers of long-term recording devices, including both disc and film—Miles Reproducer Co., Lon-Ga-Tone In., and Recordgraph Corp., all of New York, and Memovox Inc., Los Angeles. According to specifications furnished the NAB by these manufacturers, hourly recording cost ranges from 12.2 cents to 41.7 cents, with cost of equipment ranging from a few hundred dollars to $10,000 per unit.

Mr. Smeby and C. E. Arney Jr., assistant to NAB President Miller, outlined data on the equipment late in October at a meeting in New York with representatives of international shortwave operators, during which long-term recording was demonstrated. It was agreed at the meeting it would be desirable for broadcasters to use standardized equipment, especially from the FCC viewpoint, as the FCC would need only a single reproducing unit.

25% of the North Carolina Market at less than 15% of the State Radio Cost !



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System •

NORTH CAROLINA'S BUSINESS IS GOOD!

Franchise, income, sales and beverage tax collections in North Carolina in July and August, 1940, were 6.1% greater (at same rates) than in July and August, 1939.

That means that Tar Heels are doing more business, making more money, spending more and living better.

GET YOUR SHARE OF THIS INCREASED BUSINESS THROUGH WRAL—WGTM—WFTC—
THE HEART OF EASTERN CAROLINA!

Contact GILL MURRAY, Gen. Mgr. WRAL, Raleigh, N. C.,
or Sears & Ayer, NEW YORK, CHICAGO.

Equipment

CBS has announced arrangement with Mackay Radio & Telegraph Co. for two 50 kw. shortwave transmitters, to be located at Brentwood, L. I., for broadcast service to Latin America and Europe. Equipment for the new directional stations will be manufactured and installed by Federal Telegraph Co., Newark, manufacturing associate of Mackay. The CBS transmitters will share the 1,200-acre site at Brentwood with the international transmitters of Mackay Radio Co., which will make extensive alterations to its main building to accommodate the CBS equipment and personnel. The new stations are expected to be in operation by the summer of 1941.

CITY of Nashville, Tenn., has ordered a complete FM emergency communications system from General Electric Co. to replace the AM system used for the last five years. The city's new FM system will include a 250-watt and 24 25-watt GE FM transmitters and 30 GE receivers. The headquarters transmitter will be located in a new building on Love Circle Hill, in Nashville, and broadcast will be made by remote control from police headquarters. A 200-foot half-wave antenna will be erected on the hill. Nashville claims to be the first Southern city to adopt FM for police communication, and expects the new system to go into operation soon.

WQXR, New York, on Nov. 1 began broadcasting from its new 5,000-watt transmitter located in Maspeth, Long Island, where a new transmitter house, designed by A. H. Knappe & Associates, and a 300-foot Blaw-Knox tower have been erected. Transmitting equipment was designed, built and installed under the supervision of John V. L. Hogan, WQXR's president, and Russell D. Valentine, the station's chief engineer.

FOUR TOWERS of the self-supporting type are being erected on the augmented 55-acre transmitter site of WIND, Gary, Ind., under the supervision of Page & Davis, consulting engineers, with Ken Shird, chief engineer of WIND, directing operations.

RCA Mfg. Co. has issued a bulletin covering its 69-B distortion and noise meter, covering 30-15,000 cycles and meeting all FM requirements.

WWL, New Orleans, recently received FCC authorization to build and operate a 100-watt mobile unit with call letters WLOY. The unit is to be ready to operate within 90 days, according to Chief Engineer J. D. Bloom.

TOM HANLON, KNX, Hollywood, night supervisor and conductor of the *Midnight-Merry-Go-Round* program, portrays an early-morning setting-up exercise radio announcer in the Universal picture "Where Did You Get That Girl?"

NBC-Blue on New Year's Day will broadcast exclusively the Rose Bowl football game at Pasadena with Bill Stern at the microphone.

NOW
1/2 KW.
1350 Kc. Regional
Not BIG, But Big Enough to do a "swell" job in the
KTSM El Paso Southwest
NBC · Red and Blue

Finch Demonstration

EMPLOYING frequency modulation in airplane-to-ground transmission, Finch Telecommunications Inc., Passaic, N. J., early in November presented a facsimile demonstration to students and faculty members of the U of Pennsylvania in Philadelphia. Claimed as the first Finch facsimile demonstration in Pennsylvania, equipment used in the demonstration was the newly developed Finch "Duplex" facsimile unit. One of the instruments was installed in the Finch plane, from which the message was transmitted, to another identical instrument set up in the Finch mobile laboratory, parked on the university campus.

Goldmark Claims Pickups in Color

New Video Process Explained At Meetings of Engineers

DIRECT pickup in color television has been achieved experimentally in the CBS laboratories, Dr. Peter C. Goldmark, CBS chief television engineer, told the joint fall meeting of the Institute of Radio Engineers and Radio Manufacturers Assn. at Rochester, N. Y., Nov. 12. His staff is already constructing equipment with which laboratory demonstrations can be given for the FCC, the National Television Systems Committee and the press, he stated.

Dr. Goldmark further emphasized this development Nov. 13 in Washington when he told a meeting of the local IRE chapter that direct pickup of live performers for full-color transmission was now an established fact.

Ordinary Lighting

When the CBS color television was first shown to the press last September, with colored moving pictures as the subject matter transmitted [BROADCASTING, Sept. 15], Dr. Goldmark stated that the color television experiments were then in the fourth year of five stages, with direct pickups of actual people and objects in color the final and only stage yet to be achieved. The stages were outlined as: Application of optical and electrical formulae to the practical problem of creating a picture in full color; addition of motion to color; adapting a standard receiver to receive color, and actually testing the system on the air.

In announcing that his theories of direct color had been verified, Dr. Goldmark said that with the equipment used in his experiments the color pickups had required no more intense lighting than for ordinary black-and-white television. He added that while with the same kind of equipment, color pickups may call for more light than black-and-white, the increase will not be great enough to present any problem.

Stating that direct pickup of full color television has "definitely graduated from the drawing board and formula stage and appears to require only straightforward engineering effort," Dr. Goldmark added that while his laboratory results "are most encouraging," he wants it fully understood that "we are still in the laboratory".

IN THE HEART OF THE MOTOR INDUSTRY!
WCAR
1000 *Streamlined* WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

Newspaperman Made Partner

HORACE HALL, business manager of the *Dothan* (Ala.) *Eagle*, becomes one of the four co-equal partners in the ownership of WAGF, Dothan, by virtue of an FCC decision Nov. 14 authorizing the three present partners to bring him into the company for a consideration of $12,500. The other partners, each of whom held one-third of the stock, are John T. Hubbard, chief engineer; Julian C. Smith, manager, and Fred C. Moseley, commercial manager.

SCOTT & BOWNE, Toronto, for Scott's Emulsion, has started a transcribed program twice-weekly on 34 Canadian stations. Atherton & Currier Inc., Toronto, placed the account.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
JACKSON GETS NEW ARMY AIR BASE
More than $2,000,000 is to be spent to build Jackson's new U. S. Army Air Base.
2590 officers and enlisted men will be attached to the Jackson base.
Nearly 700 people will soon be employed in Jackson's General Electric Company Plant now nearing completion.
Invest your advertising dollars with WJDX—dominant radio station in the growing Mississippi market.
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

In HOLLYWOOD *It's*
ALLIED
for
QUALITY AND SERVICE
RADIODISC
PROCESSING and PRESSING
Electrical Transcriptions
and
Phonograph Records
ALLIED RECORD MFG. CO.
1041 No. Las Palmas Avenue
HOLLYWOOD, CALIF.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 31 TO NOVEMBER 15, INCLUSIVE

Decisions . . .

OCTOBER 31

NEW, Batavia Bcstg. Corp., Batavia, N. Y.—Granted CP 1500 kc 250 w unl.

NEW, Capitol Bcstg. Corp., Indianapolis—Granted CP 1280 kc 1-5 kw unl. dir. N.

WIBA, Madison, Wis.—Granted CP change directional antenna, increase to 5 kw N & D.

WORC, Worcester, Mass.—Granted CP increase to 1 kw.

KLS, Oakland, Cal.—Granted CP increase to 1 kw, new transmitter.

WRR, Dallas—Granted CP move transmitter, new equip., directional N, increase to 5 kw unl.

WDOD, Chattanooga—Granted CP move transmitter, directional N, increase N to 5 kw.

KFBB, Great Falls, Mont.—Granted CP increase to 5 kw directional N.

NEW, Evening News Assn., Detroit—Granted FM license 44.5 mc 6,820 sq. miles.

NEW, Don Lee Bcstg. System, Los Angeles—Granted FM license 44.5 mc 6,944 sq. miles.

NEW, Capitol Bcstg. Co., Schenectady—Granted FM license 44.7 mc 6,589 sq. miles.

NEW, Marcus Loew Booking Agency, New York—Granted FM license 43.5 mc 8,000 sq. miles.

NEW, NBC, New York—Granted FM license 45.1 mc 8,000 sq. miles.

NEW, Wm. G. H. Finch, New York—Granted FM license 45.9 mc 8,000 sq. miles.

NEW, Frequency Bcstg. Corp., Brooklyn—Granted FM license 45.9 mc 8,000 sq. miles.

NEW, Evansville On the Air Inc., Evansville, Ind.—Granted FM license 44.5 mc 8,397 sq. miles.

NEW, Yankee Network, Mt. Washington, N. H.—Granted FM license 43.9 mc 31,000 sq. miles.

NEW, Howitt-Wood Radio Co., Binghamton, N. Y.—Granted FM license 44.9 mc 3,500 sq. miles.

NEW, Baton Rouge Bcstg. Co., Baton Rouge, La.—Granted FM license 44.5 mc 8,100 sq. miles.

NEW, WBNS Inc., Columbus—Granted FM license 44.7 mc 12,400 sq. miles.

NEW, Radio Service Corp. of Utah, Salt Lake City—Granted FM license 44.7 mc 623 sq. miles.

NEW, Zenith Radio Corp., Chicago—Granted FM license 45.1 mc 10,760 sq. miles.

NEW, Journal Co., Milwaukee—Granted FM license 45.5 mc 8,540 sq. miles.

KFSD, San Diego—Denied petition to reopen proceedings in grant of new station to Worcester Bcstg. Corp.

SET FOR HEARING—NEW, T. B. Gillespie, Paletka, Fla., CP 1310 kc 250 w IV; NEW, Robert V. Lee, Bradentown, Fla., CP 1500 kc 250 w IV.

NOVEMBER 1

WMCA, New York—Granted reinstatement CP new trans., change antenna, increase to 1-5 kw etc.

WBLJ, Dalton, Ga.—Granted mod. CP new station re trans.

WOV, New York—Granted mod. CP change trans.

KFH, Wichita—Granted mod. CP increase power etc. to change trans.

WAJR, Morgantown, W. Va.—Granted mod. CP new station re trans.

WOCB, Hyannis, Mass.—Granted license new station 1210 kc 250 w unl.

W2XOY, New Scotland, N. Y.—Granted license 43.2 mc 1 kw experimental.

NOVEMBER 5

KGLO, Mason City, Ia.; KGCA, KWLC, Decorah, Ia.—Adopted final order denying renewal of license to KGCA; denying without prejudice renewal of KWLC license; granting CP to KGLO for new trans. directional N, change to 1270 kc 1 kw unl.

WMAZ, Macon, Ga.—Denied extension temp. auth. 1180 kc 1-5 kw 11-8-40 to 12-3-40 for programs in public interest.

NOVEMBER 7

WFLA, Tampa—Granted license increase power etc.

WMBG, Richmond, Va.—Granted license increase power etc.

NOVEMBER 14

NEW, LaGrange Bcstg. Co., LaGrange, Ga.—Granted CP 1210 kc 250 w unl.

NEW, Central Willamette Bcstg. Co., Albany, Ore.—Granted CP 1210 kc 250 w unl.

NEW, Delta Bcstg. Co., Escanaba, Mich.—Granted CP 1500 kc 250 w unl.

KOIL, Omaha—Sidles Co. granted authority transfer one share to Star Printing Co., relinquishing control.

WMOG, Brunswick, Ga.—Granted request relinquish control to Arthur Lucas and William K. Jenkins.

KFUO, Clayton, Mo.—Granted CP new trans., radiator, increase to 5 kw (Denver sunrise to sunset).

KHJ, Los Angeles—Granted mod. CO change antenna.

WEXL, Royal Oak, Mich.—Granted CP increase to 250 w unl., new equip., move trans.

KRIS, Corpus Christi, Tex.—Granted CP increase to 1 kw, new trans.

KMO, Tacoma, Wash.—Granted CP new trans., increase to 5 kw unl.

WAGF, Dothan, Ala.—Granted consent voluntary assignment license and CP to John T. Hubbard, Julian C. Smith, Fred C. Moseley and Horace Hall d/b Dothan Bcstg. Co.

WFPG, Atlantic City—Granted mod. license increase N to 250 w.

SET FOR HEARING—KFOR, Lincoln, Neb., applic. transfer control; KFAB, Lincoln, same; NEW, Fred Jones Bcstg. Co., Tulsa, CP 690 kc 50 kw directional; KOMA, Okalahoma City, CP increase to 50 kw new trans., directional, change to 690 kc under treaty; KGGF, Coffeyville, Kan., CP change to 690 kc increase to 5 kw new trans., directional N; KFEQ, St. Joseph, Mo., and KWK, St. Louis, applic. KFEQ increase power operate unl., and KWK change to 680 kc 50 kw; NEW, Trent Bcstg. Corp. and WTNJ, Trenton, N. J., Trent Bcstg. Corp. applic. 1230 kc 1 kw unl. and WTNJ applic. change to 1230 kc 1 kw unl. directional; WCAM, Camden, WCAP, Asbury Park and WTNJ, Trenton, N. J., renewal applications; KFRO, Longview, Tex., mod. CP 5 kw etc.; KGNO, Dodge City, Kan., mod. license to 500 w 1 kw LS unl. 1340 kc; NEW, Central Carolina Bcstg. Corp., Burlington, N. C., CP 1420 kc 100 w unl.; WMBG, Richmond, mod. license to 5 kw N & D, directional; NEW, Greensboro Bcstg. Co., Greensboro, N. C., CP 1370 kc 100 w unl.; NEW, High Point Bcstg. Co., High Point, N. C., CP 1370 kc 100 w unl.; WBCM, Bay City, Mich., mod. license N to 1 kw; WHIS, Bluefield, W. Va., CP change antenna, new trans., increase to 1-5 kw; WSFA, Montgomery, Ala., mod. license N to 1 kw.

MISCELLANEOUS — WAPI, Birmingham, granted petition in part continuing hearing to 12-9-40 on renewal applic.; KUJ, Walla Walla, Wash., granted mod. CP new trans. etc.; WKPA, New Kensington, Pa., granted license 1120 kc 250 w D; WBML, Macon, Ga., granted license 1420 kc 250 w unl.; KYAN, Cheyenne, Wyo., granted license 1370 kc 250 w unl.; KLRA, Little Rock, Ark., granted license increase power etc.; WAOV, Vincennes, Ind., granted license new station 1420 kc 100 w unl.; WMBC, Detroit, granted mod. license to John L. Booth Bcstg. Inc.; KWLM, Willmar, Minn., granted license new station 1310 kc 100 w unl.; WWNY, Watertown, N. Y., granted mod. CP 1270 kc 500 w D re new trans.; WHAL, Saginaw, Mich., granted mod. CP new station 950 kc 500 w D re trans., studio, antenna; WLOF, Orlando, Fla., granted license new station 1200 kc 250 w unl.; Caribbean Bcstg. Assn., San Juan, P. R., continued hearing to date to be fixed for hearing on applic. Puerto Rico Adv. Co.

NOVEMBER 15

MISCELLANEOUS — W H E B, Portsmouth, N. H., granted dismissal without prejudice application transfer control to R. G. Le Tourneau; WHJB, Greensburg, Pa., granted auth. withdraw appearance and motion for dismissal without prejudice for CP increase power etc.; KOVO, Provo, Utah, granted leave amend application voluntary assignment license, but referred to full Commission that part which asks reconsideration; WSAR, Fall River, Mass., granted order take depositions re applic. assign license to Fall River Bcstg. Co.; KFXM, San Bernardino, Cal., withdraw petition intervene applics. Bcstg. Corp. of America and Mollin Investment Co., asking new stations in Riverside, Cal.; WCAB, Philadelphia, granted motion dismiss without prejudice applic. modification international license to add 11830 kc.

Applications . . .

NOVEMBER 2

NEW, Monroe B. England, N. Adams, Mass.—CP 1500 kc 250 w unl. IV (1490 kc under treaty).

NEW, Metropolitan Television Inc., New York—CP 45.5 mc 3,960 kc.

WMBC, Detroit—CP increase to 50 kw etc., amended to change name to John L. Booth Bcstg. Inc.

WKBN, Youngstown—CP directional N, increase to 1 kw, amended to new trans., change directional antenna, 5 kw directional N, asks WOSU facilities.

NEW, Richard Field Lewis Jr., Winchester, Va.—CP 1370 kc 250 w unl. IV (1400 under treaty).

KWLC, Decorah, Ia.—CP change to 1210 kc 250 w D, new trans.

WGN, Chicago—CP 44.3 mc 16,822 sq. miles, amended to 45.1 mc 12,855 sq. miles.

NEW, Rockford Bcstrs., Rockford, Ill.—CP 45.1 mc 6,000 sq. miles.

NEW, Journal Co., Milwaukee—CP 43.1 mc 15,462 sq. miles, amended to 45.5 mc 8,540 sq. miles.

KIRO, Seattle—Mod. CP increase power etc., further asking 50 kw, new trans., change antenna.

NOVEMBER 7

NEW, Mohawk Radio Inc., Schenectady—CP 1210 kc 250 w unl. amended re stockholders.

NEW, Metropolitan Television Inc., New York—CP 45.5 mc 3,960 sq. miles.

NEW, Richard Field Lewis Jr., Winchester, Va.—CP 1370 kc 250 w unl. IV, 1400 kc under treaty.

WMC, Memphis—Voluntary assignment license from Memphis Commercial Appeal Co. to Memphis Pub. Co.

WMOG, Brunswick, Ga.—Mod. license to 250 w N & D.

NEW, Texas Star Bcstg. Co., Houston—CP 1210 kc 250 w unl. IV.

NEW, Wayne M. Nelson, Concord, N. C.—CP 1380 kc 1 kw D III.

NEW, Parkersburg Sentinel Co., Parkersburg, W. Va.—CP 1310 kc 250 w unl. IV.

KDTH, Dubuque, Ia.—Mod. CP as mod. for approval trans. site, directional N.

KCMO, Kansas City—CP change to 5 kw N & D, change directional antenna N, III-A.

NEW, Granite District Radio Bcstg. Co., Murray, Utah—CP 930 kc 250 w unl. (960 kc under treaty), amended to 1500 kc (1490 under treaty), contingent on KUTA being granted 570 kc 1 kw.

KFXM, San Bernardino, Cal.—CP change 1210 kc 250 w to 1390 kc 1 kw unl., new trans., antenna.

NOVEMBER 12

WATR, Waterbury, Conn.—CP increase to 1 kw, new trans., change directional antenna.

WTAG, Worcester, Mass.—CP increase to 5 kw N & D, change directional antenna.

NEW, CBS, New York—CP FM 44.9 mc 14,150 sq. miles.

WGRB, Grand Rapids, Mich.—Mod. CP new station re antenna, trans., studio.

WOMI, Owensboro, Ky. — Authority transfer control to L. W. Hager, W. B. Hager, George M. Fuqua.

NEW, Federated Publications, Lansing, Mich.—CP FM 47.1 mc 3,820 sq. miles.

NEW, Federated Publications, Battle Creek—CP FM 48.1 mc 4,100 sq. miles.

NEW, Federated Publications, Grand Rapids—CP FM 46.1 mc 5,300 sq. miles.

WGRM, Greenwood, Miss. — CP new trans.

KSUN, Lowell, Ariz.—Auth. transfer control to Carleton W. Morris.

Hanover (Pa.) Sun

"Call Up the Broadcasting Company and Tell That Woman Her Slip's Showing!"

NOVEMBER 13

NEW, Parkersburg Sentinel Co., Parkersburg, W. Va.—CP 1310 kc 250 w unl., amended re trans.

WCAB, Newton Square, Pa.—Mod. license add 9650 and 11830 kc, Sh.-WCBX.

NEW, Grenco Inc., Greenwood, S. C.—CP 1420 kc 250 w unl. IV, amended re trans. site.

KTRH, Houston—CP new trans., directional, increase to 50 kw, change to 740 kc, amended re trans. site.

WJAX, Jacksonville, Fla.—CP change to 5 kw N & D, directional N.

WTMA, Charleston, S. C.—CP new trans., directional N, change to 1220 kc 1 kw, amended re directional antenna.

WIBC, Indianapolis—Mod. CP change hours, etc., requesting new trans., increase to 1 kw 5 kw D, directional N.

KMBC, Kansas City—CP change to 690 kc 50 kw, new trans., etc., amended to change studio to Kansas City, Kan.

KVOA, Tucson, Ariz.—CP change to 590 kc directional III-B, amended re antenna.

NOVEMBER 15

NEW, CBS, New York—CP FM 44.9 mc 14,150 sq. miles.

WBAX, Wilkes-Barre—CP increase to 250 w, change trans.

WCAU, Philadelphia—CP new trans.

WSTV, Steubenville, O.—License new station.

NEW, James F. Hopkins Inc., Detroit—CP FM 46.5 mc 3050 sq. miles, amended to 2,130 sq. miles

KXYZ, Houston—CP change to 1290 kc 5 kw (asks KTRH facilities if KTRH goes to 50 kw).

WFOR, Hattiesburg, Miss.—CP increase to 250 w.

WMAZ, Macon, Ga.—Mod. license to unl.

WQBC, Vicksburg, Miss.—CP change equip., antenna.

NEW, Piedmont Pub. Co , Winston-Salem, N. C.—CP FM 46.7 mc 4600 sq. miles.

KGLO, Mason City, Ia.—Mod CP increase power etc. re antenna and trans.

NEW, South Bend Tribune, South Bend, Ind.—CP FM 47.1 mc 4330 sq. miles.

NEW, Rockford Bcstrs., Rockford, Ill.—CP FM 45.1 mc 6000 sq. miles

KFBC, Cheyenne, Wyo.—Mod. CP new station re trans.

New Beacon for Planes Is Developed by RCA

A NEW radio beacon system, which enables an airplane pilot to veer from the fixed aerial pathways between cities and yet always know his position, has been developed by RCA laboratories in Camden, N. J. The new method uses shorter waves and "avoids static and is more reliable in storms or other atmospheric disturbances", Dr. David G. C. Luck, who developed it, told the Institute of Radio Engineers, meeting Nov. 7 at the RCA plant.

In the method now in use, radio transmitters at airports send out long, narrow "beams" and the pilot keeps his course within the beam by listening to a steady, droning "on course" signal through his earphones. If he strays from the beam, he finds it extremely difficult to determine his position. With Dr. Luck's invention, the "omnidirectional range finder", the pilot merely watches a dial with a circle of light around the edge. A small marker moves around the circle, showing his direction from the airport. No matter where he flies, he always knows his way back.

Instead of the 125-foot antenna poles in the present system, Dr. Luck's invention requires only five rods, two feet high and spaced 10 inches apart. They flash out a radio beam that revolves around the sky 60 times every second, operating the direction marker in the pilot's cabin.

Network Accounts

All time EST unless otherwise indicated.

New Business

WILLIAMSON CANDY Co., Chicago (Oh Henry candy), on Nov. 11 started *Famous Jury Trials* on 7 NBC-Blue stations, Mon. 6-6:30 p.m. (CST). Agency: Aubrey, Moore & Wallace, Chicago.

CHAMBERLIN SALES Corp., Des Moines (hand lotion), on Nov. 10 started for 52 weeks *Serenade to Loveliness* on 23 NBC-Red stations, Sun. 10:30-11 p.m. (EST), with first transcribed repeat on 10 NBC-Pacific Blue stations, 9-9:30 p.m. (PST), and second repeat on 4 NBC-Pacific Blue stations, 9:30-10 p.m. (PST). Agency: L. W. Ramsey Co., Davenport, Ia.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Nov. 12 started *Grand Central Station* on 45 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

ALBERS BROS. Milling Co., Seattle (cereals), on Nov. 18 starts *Voice of Experience*, on 8 NBC-Pacific Red stations (KFI KPO KGW KOMO KHQ KMJ KDYL KIDO), Mon., Wed., Fri., 9:30-9:45 a.m. (PST). Agency: Erwin, Wasey & Co., Seattle.

BOND STORES Inc., San Francisco (clothes), on Oct. 27 started for 52 weeks *Newscasts* on 2 California Don Lee stations (KHJ KFRC), Tues., Thurs., Sat., 7:45-8 a.m.; Sun., Tues. thru Fri., 10:30-10:45 p.m. (PST). Agency: Neff-Rogow, N. Y.

IMPERIAL TOBACCO Co., Montreal, on Nov. 15 starts *Quebec Senior Hockey League* games on CBF, Montreal; CHRC, Quebec, Sun. 3-4:30 p.m. (EDST). Agency: Whitehall Broadcasting Ltd., Montreal.

Renewal Accounts

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist fruits), on Nov. 4 renewed for 52 weeks *Hedda Hopper's Hollywood* and added 10 CBS stations making a total of 40 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

WM. WRIGLEY JR. Co., Chicago (Doublemint gum), on Nov. 10 renewed for 52 weeks *Melody Ranch* on 68 CBS stations, Sun., 6:30-7 p.m. Agency: J. Walter Thompson Co., Chicago.

WM. WRIGLEY JR. Co. Chicago (Spearmint gum), on Nov. 11 renewed *Scattergood Baines* on 77 CBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Neisser-Meyerhoff, Chicago.

Crystal Specialists Since 1925
ATTENTION
BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION
We are at your service to—
1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . . $30.00
LOW DRIFT - APPROVED BY FCC
Scientific RADIO SERVICE
124 Jackson Ave.
University Park, Md.

RETURNING to the air after a two-year absence, Boake Carter (right), a former RAF pilot and veteran radio commentator, exchanges quips with Hay McClinton, vice-president of N. W. Ayer & Son, just before starting his new commentary program on 10 MBS stations under sponsorship of United Air Lines, Chicago [BROADCASTING, Nov. 1].

'Info Please' Prizes

AMERICAN TOBACCO Co., New York, which takes over sponsorship of *Information Please* on NBC-Red Nov. 19, has raised the amount for questions used on the program so that the sender will receive $10 instead of $5. When a question stumps the board of experts it is worth an additional $25, instead of $10 as heretofore, plus a copy of the 1941 edition of *Information Please*, collection of typical questions and answers, and the usual complete set of the *Encyclopedia Britannica*.

CARNATION Co., Milwaukee, on Jan. 6 renews *Carnation Contented Hour* for 52 weeks on 67 NBC-Red stations, Monday, 10-10:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

Program Changes

KNOWLTON DANDERINE CO., Wheeling (Double Danderine), on Nov. 4 replaced *Short Short Stories* on 13 TSN stations, Mon., Wed., Fri., 7-7:15 p. m. with *Sweetest Love Songs Ever Sung* on 13 TSN, Mon. thru Fri., 10:45-11 a. m. Agency: Blackett-Sample-Hummert, N. Y.

JOHN B. CANEPA Co., Chicago (Red Cross macaroni products), on Oct. 30 added 2 MBC stations to *Melody Street* making a total of 7 on MBS, Wed., 7-7:30 p.m. Agency: J. Edward Long Adv. Agency, Chicago.

S. C. JOHNSON Co., Racine, Wis. (floor wax), on Nov. 5 added the three Minnesota network stations to *Fibber McGee & Molly* making a total of 95 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

WHITE LABORATORIES, New York (Feenamint), on Nov. 3 added KFKA, Greeley, Col., and WSPD, Toledo to, *Double or Nothing* making a total of 117 MBS stations Sun., 6-6:30 p.m. Agency: Wm. Esty & Co., N. Y.

HANDI-MIKES
Universal's new handi-mike for small transmitters, sound equipment, etc. Clear, crisp voice reproduction. Bal. grip, pol. chrome plate, snap switch, 6 ft. flex. cord. Choice of circuits and switches, single and double button carbon, crystals, dynamics in all impedances. At your dealer or jobber.
UNIVERSAL MICROPHONE CO., Ltd.
Inglewood Calif., U. S. A.

TIME FOR THE FAIR
Over 11,000 Programs Staged At N. Y. Exposition

NO LESS than 11,680 programs, representing a time value of $14,000,118, were carried during 1939 and 1940 on behalf of and from the New York World's Fair, according to a recent report from Dr. John S. Young, director of the Fair's radio and television department, in the *New York Times*. Regarded as a new high in continued promotional activity, radio has been used unstintingly in the last four years to call attention to the wonders of the exposition—all at no cost to the Fair corporation.

The 11,680 programs ranged from musical extravaganzas to news flashes, addresses by President Roosevelt and King George VI of England to shy remarks by everyday citizens at the Fair. Tied in with the Howard Hughes 'round-the-world flight, from July 10 to 13, 1938, the Fair benefited from $2,706,325 worth of free time. The *Salute of the Nations* series, with 17 countries participating, represented another $661,419 worth of free broadcasts, and the later *Salute to the Americas* series, an additional $255,640.

Other broadcasts by numerous stations and individual networks were made from various points on the Fair Grounds. All lines were routed through a master control room in the Administration Bldg. The radio department also supervised operation of W2USA, an amateur transmitter in the Communications Bldg. Television also established itself as a valuable adjunct.

FEDERATION BANK & TRUST Co., New York, has signed a 13-week contract with WQXR, New York, to sponsor *Tomorrow's Headlines*, of AP news, through Redfield-Johnstone, New York.

Operators of Surveys Explain Their Methods

JUST as the Audit Bureau of Circulations gives space-buyers a means of comparing all publications by measuring the thing they all have in common—average net paid circulation—so the coincidental survey technique can give time-buyers a similar measurement of the average audience of any program, with which they can compare programs as dissimilar as *Little Orphan Annie* and the Metropolitan Opera broadcasts, C. E. Hooper, head of the research organization of that name, told the Radio Executives Club of New York Nov. 13 at its weekly meeting.

While stating there are many methods of radio research, each with certain advantages so that the choice of method depends on the job to be done, W. J. Shine, director of research, Ross-Federal Research Corp. said 96% of the radio clients of his company choose the coincidental method as the best for their purposes. L. J. Hubbard of Crossley Inc., also participated in the research round-table discussion, for which H. M. Beville Jr., research manager of NBC, acted as m.c.

Radio's Golden Gloves

FOURTH annual WHO Golden Gloves amateur boxing tournament, only such event sponsored by a radio station, has been scheduled for Jan. 24 and 31, Feb. 7 and 14 at Des Moines Shrine Auditorium, according to Bill Brown, WHO sports editor and director of the tournament. In previous years preliminary bouts were held on three consecutive nights, with finals the following week, but this year to accommodate spectators tournament bouts have been spaced a week apart. The WHO tournament, officially sanctioned by the *Chicago Tribune*, sponsor of the annual Tournament of Champions, will select an eight-man boxing team.

Bliley
Bliley Quartz Crystals and Mountings are precision-made for all frequencies between 20Kc. and 30Mc. Catalogue G-11 describes the complete line. Write for your copy.
QUARTZ CRYSTALS
FOR GENERAL COMMUNICATION FREQUENCIES
BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Sabotage Charge In Shutdown of WOV Is Probed

FCC and Local Police Study Acts of ACA Strikers

BOTH the FCC and the police of Kearny, N. J., location of the transmitter of WOV, New York, are investigating charges of sabotage made by Miss Hyla Kiczales, manager of WOV, against members of American Communications Assn., CIO union striking against the station.

When the WOV engineers left their posts to go on strike Nov. 3, it is charged, they left the transmitter equipment in such bad shape that it took the substitute crew more than 24 hours to get the station back on the air. M. W. Bannister, FCC inspector, in New York, said he had visited the transmitter the following day and had submitted a full report to the Commission, but he refused to discuss his findings.

It was stated at the FCC that the Bannister report has been received and taken under advisement. If sabotage charges against engineers are substantiated, their licenses can be suspended up to two years.

Emphatically denying the charges, ACA officials pointed out that engineers are less likely to engage in sabotage than any other type of worker, because of their FCC licenses. They described the sabotage charge as designed to discredit the strikers and to break the strike, and said ACA has filed its own charges of "refusal to bargain" against WOV in a complaint to the National Labor Relations Board.

Mrs. Edna Kerr, examiner of the NLRB office in New York, in charge of the ACA complaint against the station, told BROADCASTING Nov. 13 that the matter was "under examination". Explaining that it is an NLRB policy never to discuss the progress of any investigation until it has reached a settlement, she said she had held meetings with both sides and that progress had been made.

In addition to deliberate acts of sabotage against WOV's physical property, Miss Kiczales said, the union "has attempted to scare away our sponsors. Not only has the ACA written to all of our advertisers, urging them to cease their use of WOV to advertise their products, but local grocers have been intimidated into calling certain manufacturers and notifying them that the stores would not continue to handle their merchandise unless they withdrew their advertsing from WOV. I am proud to report that we have not lost a single account as a result of these boycott tactics, but so much pressure has been brought upon one advertiser that he has asked us to continue his program without any commercials for the time being."

Both sides filed charges about negotiation procedure. Miss Kiczales said the union had called the strike after uncompleted negotiations had been set for resumption Nov. 5.

The station has maintained its regular operating schedule since the first shutdown. AFM and Italian Actors Union are performing as usual, but AFRA, having no agreement with WOV, asked its members not to replace announcers on strike, some of whom were AFRA as well as ACA members.

Meanwhile, picketers carrying placards lettered "Arde Bulova refuses to bargain with his employes", plodded back and forth in front of the WOV studios.

RADIO SERVICE

Radio Today

"It's a Special Rugged Job for Campaign Speeches."

GOING WEEKLY!
GOING WEEKLY!
JANUARY 13!
BROADCASTING

SAVE $2

Subscribe NOW!

•

Before Jan. 1

$3, one year

$5, two years

After Jan. 1

$5, one year

$8, two years

•

including YEARBOOK Number

Washington Dinner Is Planned by NAB To Observe 20th Birthday of Industry

HIGHLIGHTING the industry-wide celebration of Radio's 20th Birthday, being observed Nov. 11-30, a huge birthday dinner has been scheduled in Washington Nov. 26. The anniversary dinner, co-sponsored by the NAB, RMA, Electric Institute of Washington, the national networks and Washington stations, is expected to draw about 1,000 celebrants, including high government officials, industry leaders and radio stars.

Open to all broadcasters, invitations are being sent to President Roosevelt and members of his cabinet, members of Congress, officials of the FCC, the Army and Navy and leading figures in the Washington press and motion picture corps.

Tying in with similar birthday celebrations being scheduled throughout the nation, the Washington dinner will feature entertainment by visiting radio celebrities, many of them old-timers who grew up with the industry. Another feature of the Washington celebration, to be held at the Willard Hotel, will be a special 9:30-10 p.m. broadcast on a coast-to-coast MBS hookup of *American Forum of the Air*, conducted by Theodore Granik, during which nationally-known figures will discuss the past and future 20 years of radio.

Other Promotion

Although details were still being worked out as BROADCASTING went to press, it was indicated the Washington party promised to be the most ambitious individual effort in the Radio Birthday promotion, since it will carry the official keynote from the nation's capital. Arrangements for the celebration were being handled largely by Edward M. Kirby, NAB director of public relations, and Arthur Stringer, of the NAB headquarters staff.

Meanwhile the 20th anniversary is drawing widespread attention from stations, advertisers and local industries. Apart from special programs by participating stations, emphasis lies in intensive merchandising campaigns employing window displays, newspaper advertising, posters and bona fide birthday parties, complete with cake.

In Kansas City, under auspices of the Kansas City Electric Assn., a city-wide celebration was set in motion after a Nov. 8 meeting at which radio salesmen, dealers, distributors and broadcasters were guests. With local stations cooperating, the celebration features an advertising campaign highlighted by a window-decorating contest in which cash prizes of $25, $15 and $10 are offered.

An unusual tieup, between Yankee Network and Boston's Oxford Press, provides a joint celebration of radio's 20th birthday and the 500th anniversary of printing, to be observed Nov. 17-23. WHO, Des Moines, on Nov. 7 called upon listeners to send in their experiences with radio in its early days, with plans to build anniversary programs around the volunteered reminiscences or ideas.

The networks also have provided special anniversary attractions. CBS on Nov. 15 carried a special broadcast of Norman Corwin's verse-drama, *Seems Radio Is Here to Stay*. On Nov. 17 NBC-Blue has scheduled an appearance on its *Behind the Mike* by Neal Blake, Hartford student who recently won the $100 NAB essay contest, writing on "The American System of Broadcasting—Why It Is Best for Americans". A special Radio Birthday transciption, paying tribute to radio for its work in recruiting skilled workers for national defense, also has been made available to stations.

Foreign Checkup

TO TIGHTEN the station's responsibility in foreign-language broadcasts, members of the Nationality Broadcasting Assn., which presents 11 nationality programs weekly on WGAR, Cleveland, recently were required to fill out a notarized questionnaire covering their antecedents and present citizenship status, drawn up by Carl George, WGAR program director. In addition, the plan provided that scripts for all foreign-language programs be submitted 48 hours before broadcast time, the program must be not more than 50% in the foreign tongue, and the broadcaster must swear to an affidavit that the program was broadcast as written. Intermittent transcriptions also will be made as a further check.

Advertisers Are Cited In Complaints by FTC

COMPLAINTS have been announced by the Federal Trade Commission, as of Nov. 15, against Chocolate Products Co., Chicago, charging misrepresentation in the sale of Stillicious Vitamix, chocolate syrup; Crowell-Collier Publishing Co. and P. F. Collier & Son Corp., New York, charging misleading representations for books and encyclopedias; Burry Biscuit Co., Elizabeth, N. J., charging misrepresentation for baked goods; Basic Foods Inc. has been ordered to cease alleged misrepresentations for Dr. Springer's Antediluvian Tea and Dr. Springer's Re-Hib.

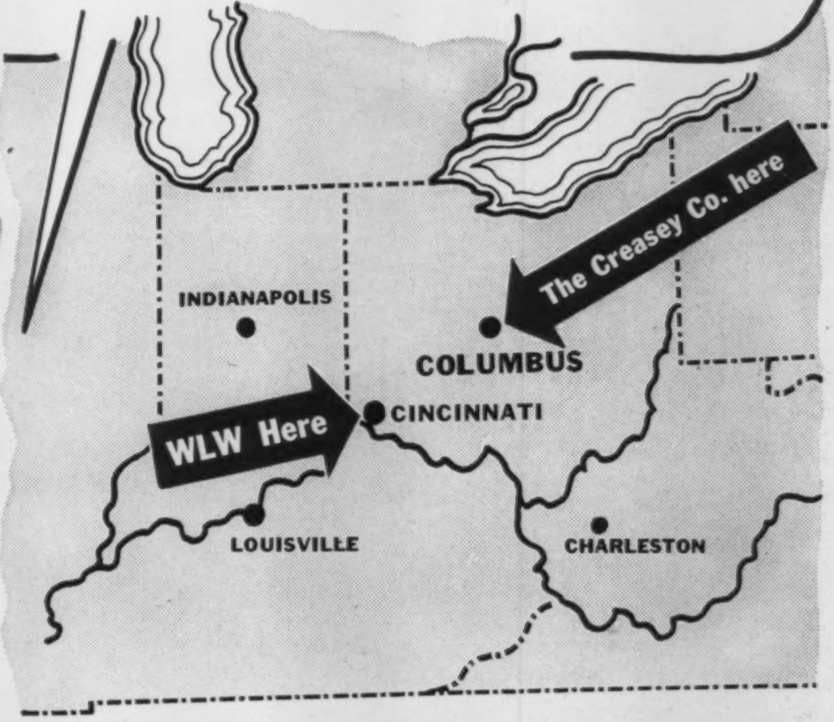
The FTC also has announced receipt of an answer to a complaint recently issued against Healthaids Inc., Jersey City, The Journal of Living Publishing Corp. and Victor H. Lindlahr, publisher, both of New York. Stipulations have been received from Fischer Baking Co., Newark, for Fischer's Buttercup Bread; George's Radio Co., Washington, for retail sale of radios; Crescent Macaroni & Cracker Co., Davenport, Ia., for Crescent Macronets; George W. Luft Co., Long Island City, N. Y., for Tangee Theatrical Lipstick; House of Hollywood, Los Angeles, for perfume products.

WAGA, Atlanta, is transcribing the entire NBC sustainer *America's Town Meeting of the Air* so that inmates of Federal Penitentiary of Atlanta can hear it during their weekly forum, according to Don Ioset, general manager.

"We feel that WLW is a very important factor in building consumer-demand in the territory we serve. Our stock of merchandise is carefully checked, and a sufficient supply is placed on hand to take care of an expected increase in sales—whenever we receive notice that a product will be advertised over WLW."

R. M. FISHER, ***Vice-Pres. and Gen. Manager***
THE CREASEY CO., ***Wholesale Grocers,***
Columbus, Ohio

(Covering 25 Counties)

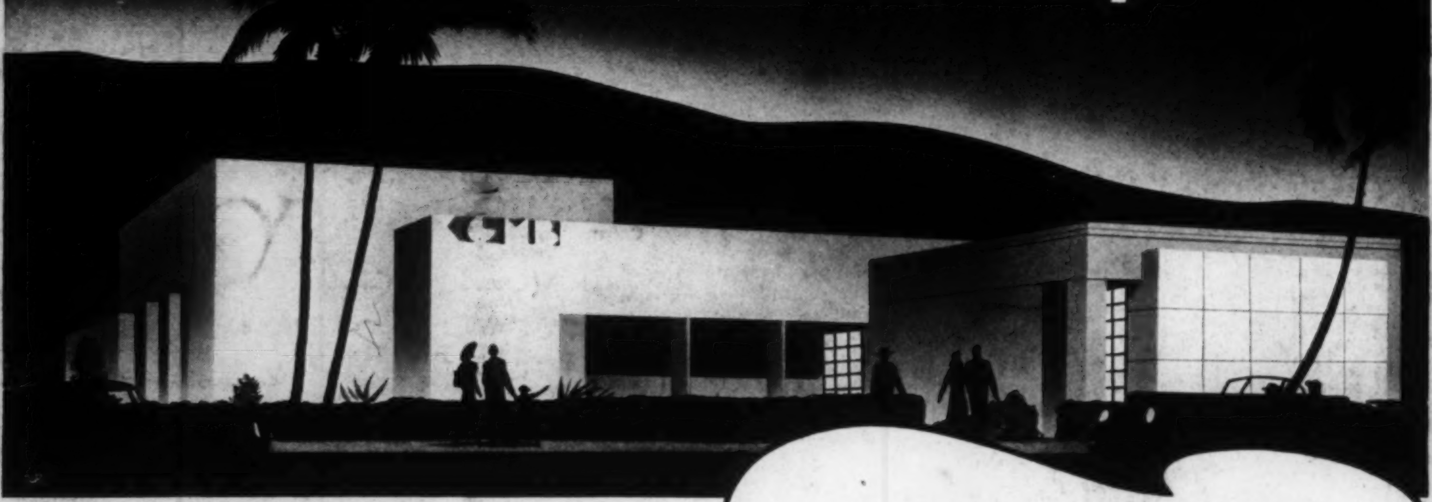

The Creasey Co. here
INDIANAPOLIS
COLUMBUS
WLW Here
CINCINNATI
LOUISVILLE
CHARLESTON

REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

WLW THE NATION'S [illegible] STATION

★ There's a New Star in the West!

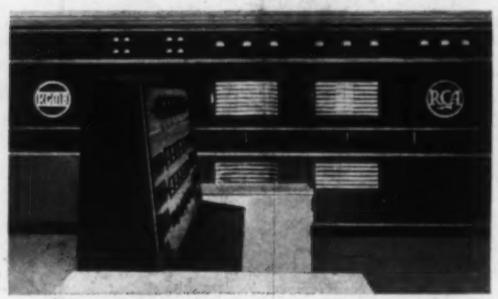
Goes RCA All the Way!



THREE thousand miles West of the mainland, in the middle of the Pacific Ocean, broadcasters have the same problems of pleasing advertisers and audiences that *you* have... and solve them in the same way *you* can solve them! 5,000-watt KGMB, serving the Territory of Hawaii, selected the RCA 5-DX De Luxe Transmitter—for highest fidelity and efficiency.

Program facilities—? The finest! They're RCA too—RCA All the Way... from the microphone right on through! For West or East, that's the easiest way, as well as the best way, to please audiences and advertisers alike!

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St.
Atlanta: 530 Citizens & Southern Bank Bldg.
Dallas: Santa Fe Bldg. San Francisco: 170 Ninth St.
Hollywood: 1016 N. Sycamore Ave.



KGMB Selects RCA 5-DX Transmitter—Here's Why!

★ Unified Front Panel—formerly available only on custom-built and 50,000 watt transmitters. ★ Functional styling for easiest accessibility—easiest installation—easiest operation. ★ Airstream-cooled tubes—no water, water pumps or water problems. ★ Cooler, quieter, higher efficiency... higher fidelity! ★ Write for the 5-DX booklet that tells the whole story.

Use RCA Radio Tubes in your station for finer performance.

FOR FINER PERFORMANCE...
GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA **Broadcast Equipment**

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

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